



USA PAVILION FINAL REPORT



MILANO 2015





STATI UNITI D'AMERICA
STATI D'AMERICA



AMERICAN FOOD 20



THIS REPORT IS DEDICATED to the entire team at the U.S. Consulate Milan, Consul General, Ambassador Philip T. Reeker, and Deputy Commissioner General Elia Tello. The entire staff at the consulate in Milan was a critical element in the success of our efforts at the Milan Expo. They demonstrated the best of what the Department of State has to offer.

In addition to the team in Milan, we could not have done what we did and how we did it without Department support in Washington, D.C. We were blessed to have Ambassador David Thorne, Beatrice Camp, and Kelsey Bacon, examples of the world-class professionals who serve our country.



Commissioner General's

USA PAVILION FINAL REPORT



MILANO 2015



...Welcome to the future we are working to create.

June 8, 2016

Dear Secretary Kerry,

As the process of transforming the Expo site into an innovation hub for Milan gets underway, I wanted to take this opportunity to reflect upon the United States of America's participation in Expo Milano.



Letter to Secretary John F. Kerry from

**Ambassador
Douglas T. Hickey**

Commissioner General, USA Pavilion
World Expo 2015 Milan

The journey to Expo 2015 began more than a decade ago when Italians from across society, government, private sector and ordinary citizens, bid for the opportunity to host the 2015 Expo in Milan. This group demonstrated its vision by focusing on a key issue affecting all citizens of the world: how we will feed the 9 billion people expected to inhabit our planet by 2050 amidst the climate, environmental, national security, and other challenges we will face. “Feeding the Planet, Energy for Life” became the rally call that brought more than 140 countries to Milan to join in the conversation.

At the USA Pavilion we tackled the critical issues of our lifetime, with the premise that we are all one in this future nine billion. Visitors

were welcomed to our pavilion by President Obama, who outlined the importance of food security and encouraged us each to play a role in helping to solve these challenges.

President Obama noted, “By the year 2050 the world’s population is projected to surpass nine billion people, nine billion of us. Every one of us deserves the opportunity to put good, safe, and healthy food on our table. As the world’s population grows, we have to work together to create a sustainable food system and to improve the agriculture, nutrition, and health of people around the globe—it is one of the most important challenges of our time. That’s why we have made it a priority in the United States to increase food security everywhere. This means improving agriculture, promoting healthy eating habits, and combatting climate change so that families around the world have access to healthy food and communities can lift themselves out of poverty. Welcome to the future we are working to create. Join us in building a world where all nine billion of us have a chance to thrive.”

The USA Pavilion was the most visited pavilion at the Milan Expo with more than 6 million guests during the 184 days of the World’s Fair. The Expo and our participation through the USA Pavilion is one of the best examples of public diplomacy in recent history. Capturing almost one third of the 21.5 million visitors to Expo allowed the USA Pavilion to highlight leadership and ingenuity in the discussion of how we will feed the planet. Our exhibits focused on six key pillars of global food security—policy, farming, nutrition, cooking, research, and industry. Our presentation gave visitors insight into the importance of each pillar and how the interaction of all is key to solving the issues we face.

One of the most beautiful elements of the pavilion was the vertical farm. While it was visually stunning, the vertical farm also represented what innovation can result when we combine the miracle of nature and the power of technology. The vertical farm was larger than an American football field and grew more than 40 different varieties of heirloom American crops using technology developed by a farmer from Wyoming that required 80% less water than conventional systems. The vertical farm was but one example of American ingenuity presented by our exhibitions and programs.

During her visit to the USA Pavilion, First Lady Michelle Obama noted, “that so many innovations, so many possibilities—it’s now up to us to share those, to learn the lessons, to implement, to provide resources, funding, investment, and to inspire the next generation.”

In addition to the pavilion’s structure and content, one of the most important and impactful elements of the U.S. presence at Expo was our Student Ambassador program. The Student Ambassadors were 120 strong, spoke 28 languages, and represented 36 states and 95 different academic institutions from across the United States. The Student Ambassadors embodied the face of America to the more than six million visitors to the USA Pavilion. They represented our country and our culture in a powerful, personal way to ordinary citizens from around the world as well as to world leaders.

Ben Gerard, a Student Ambassador from Pennsylvania State University noted, “Having the opportunity to take part in EXPO and to come into contact with such an International context which forms the basis of my academic studies, is extremely important for me.

Every day, I can meet people coming from all over the world and talk about sustainability on topics which are affecting all of us.”

The remarkable success and impact of the USA Pavilion could not have been possible without the direct efforts of you, Mr. Secretary, Ambassador John Phillips, Ambassador David Thorne, Ambassador Philip Reeker, Deputy Commissioner General Elia Tello, Beatrice Camp, Kelsey Bacon and so many others from the State Department. The USA Pavilion was a success in no small part due to the generous sponsorship provided by both U.S. and Italian Companies demonstrating the power of the relationship between our two countries as well as the potential of a true public-private partnership.

I came to Milan a strong advocate of the United States’ participation in Expo. I leave with even stronger belief that America has to participate in these marquis events on the world stage. They afford us some of the most efficient and effective opportunities available to show the world the best the United States has to offer.

I am pleased to submit this report to the 114th Congress as a record of the U.S. Participation at the Milan Expo 2015.

Sincerely,

Douglas T. Hickey

USA Pavilion Commissioner General
World Expo 2015 Milan

Feeding the
Planet, Energy for Life

“...the American Pavilion will be a huge opportunity to educate the estimated 20 million people that are going to come to this Expo...about what we’re doing in the U.S. in terms of agriculture, in terms of innovation, in terms of technology, and certainly in terms of nutrition.”

—Under Secretary of Agriculture Kevin Concannon

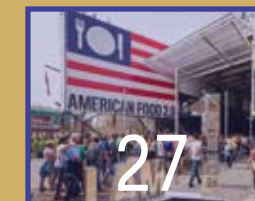
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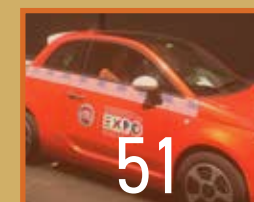
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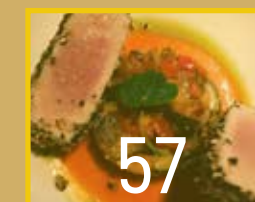
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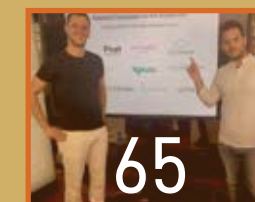
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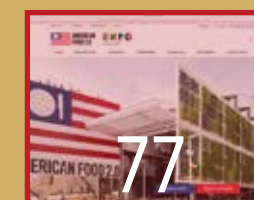
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“... We have so many powerful solutions and possibilities. But when you walk in here and you look at what's possible, and you think about transplanting those ideas and innovations to other parts of the world where people are starving—we know that we can fix these problems. And that's why it's so important for us all to be here at this Expo, sharing these ideas with the world, learning from each other, celebrating the advancements that we've made, but also not being complacent.”

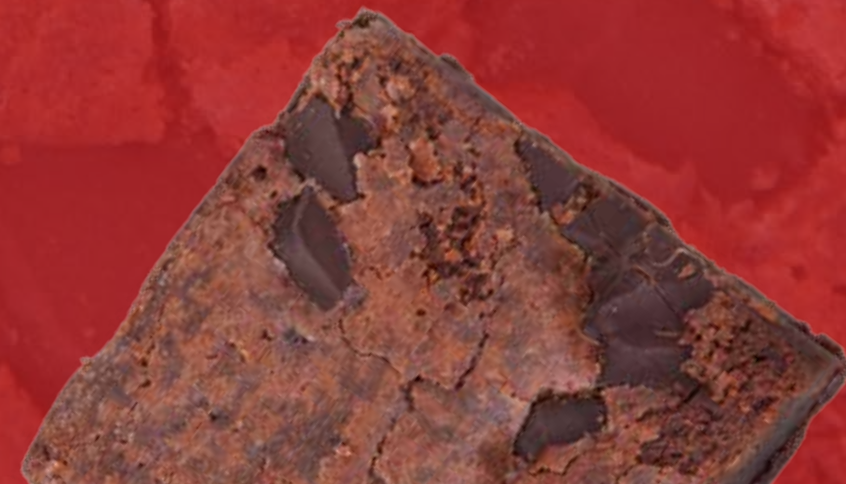
–Michelle Obama





HIGHLIGHTS

from the
USA PAVILION





“Welcome to the USA Pavilion, where we’re proud to showcase contributions and innovations America’s making to a central part of daily life all around the world—the food we eat.”

–President Barack Obama

Significant ACCOMPLISHMENTS OF THE USA PAVILION

EXPO VISITORS—MORE THAN SIX MILLION WELCOMED

Within the Expo Milano theme “Feeding the Planet, Energy for Life,” the USA Pavilion “American Food 2.0: United to Feed the Planet” showcased our unique food culture as well as the American spirit of innovation, technology, and entrepreneurship to over 6 million visitors. The USA Pavilion focused on the U.S. commitment to supporting global food security by presenting different voices of American leadership across a wide range of related fields. Expo Milano 2015 welcomed 22 million visitors and the USA Pavilion welcomed nearly one-third of them; the most visited country pavilion at Expo Milano 2015.

U.S. BUSINESS IN ITALY & U.S. BRANDS

The USA Pavilion was proud to have the support of 67 official sponsors and eight official suppliers. Each was woven into the dual narratives of global food security and American food culture presented in the pavilion’s exhibits and programming. Senior-level management from nearly every Sponsor visited the USA Pavilion, including: Marc Allen, President of Boeing International; Chris Thompson, CEO of Brand USA; Ornella Barra, Executive Vice President of Walgreens Boots Alliance; Ellen Kullman, former CEO of DuPont; Claudio Del Vecchio, President of Brooks Brothers; John Elkann of Fiat Chrysler; Andrea Illy, Chairman/CEO of illycaffè; and John Rice, Vice-Chairman of General Electric. More than 300 sponsor events were held at the USA Pavilion including gala events, luncheons, and business development meetings.

...Expo Milano 2015
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the most visited country pavilion at Expo Milano 2015



A LIVING, BREATHING BUILDING

The structure of the USA Pavilion reflected Expo Milano 2015's theme and the American values of openness and innovation. The architecture critic of Arch Daily called it "a scaffolding of ideas." The building incorporated some very American dichotomies: analog and digital, nature and technology, and innovation and reuse.

A unique feature of the USA Pavilion was its design to have a continuous flow of visitors who were able to enter without or with very little queuing. Among the most prominent features of the building were a free-flow boardwalk entrance made from wood repurposed from the famous Coney Island boardwalk, the largest known vertical farm in the world, and an energy saving, electro chromatic glass canopy that protected our roof terrace from sun and rain.

PEOPLE-TO-PEOPLE DIPLOMACY: STUDENT AMBASSADORS

The USA Pavilion Student Ambassadors, a group of 120 college students and recent graduates—representing 36 different states and 95 different American academic institutions, and speaking 28 different languages—were an essential element of our public diplomacy efforts in Milan. These students engaged guests, guided visitors, interacted with media from around the world and strengthened our people-to-people diplomatic efforts. The Student Ambassadors greeted as many as of 65,000 visitors per day and experienced myriad aspects of pavilion operations and guest relations.



...Student Ambassadors greeted as many as 65,000 visitors per day.



CULINARY DIPLOMACY

Within the context of the themes of Expo Milano and the USA Pavilion, a new form of public diplomacy—culinary diplomacy—held a special role. The USA Pavilion’s Food Truck Nation and the James Beard American Restaurant gave hundreds of thousands of people a taste of authentic American cuisine, from street food staples to specially curated menus prepared by more than 60 of the finest chefs from across the United States.

U.S. GOVERNMENT OFFICIALS

The USA Pavilion received many U.S. federal, state, and city government officials as well as two Presidential delegations. The first delegation was led by First Lady Michelle Obama, the second by Secretary of Agriculture Tom Vilsack. The USA Pavilion also welcomed Secretary of State John Kerry, NASA Administrator Charles Bolden, six U.S. ambassadors, ten Members of Congress, two governors, five mayors, twelve state officials, and hundreds of experts in the areas of agriculture, science, development, and food security.



Center: Ambassador David Thorne with Student Ambassadors. Thorne worked as a student volunteer at the 1964 World’s Fair in New York.

“...the World Expo in Milan will all be geared to helping the world answer this fundamental question: How do we make sure that future generations—as we go from six and seven billion up to nine billion people in the next 20, 30 years—how do we make sure they have enough nutritional food to eat?”

–Secretary of State John Kerry





Prime Minister Benjamin Netanyahu (State of Israel) tours the USA Pavilion with Commissioner General Doug Hickey.

TOP ITALIAN AND WORLD LEADERS

Leaders and distinguished guests from all over the world came to experience American Food 2.0. The USA Pavilion welcomed more than 50 special guests most notably First Lady of Italy Agnese Landini, ESA Astronaut Samantha Cristoforetti, Italian actress Maria Grazia Cucinotta, television personality Paolo Bonolis, Expo Ambassadors Lidia and Joe Bastianich and many, many more.

The pavilion also welcomed leaders and officials from around the world including, Prime Minister Miro Cerar of the Republic of Slovenia, Prime Minister Joseph Muscat from the Republic of Malta, Prime Minister Benjamin Netanyahu of the State of Israel, President Borut Pahor of the Republic of Slovenia, Prime Minister Valeriu Streleț from the Republic of Moldova, and Qiang Zhou, President of the Supreme People's Court from the People's Republic China. The pavilion also hosted royals including Her Royal Highness Lalla Hasna Alaoui, Princess of Morocco, His Highness Sheikh Hamdan Mohammed Al Maktoum the Crown Prince of Dubai, and Her Royal Highness Maha Chakri Sirindhorn, Princess of Thailand.

AMERICAN CULTURE AND INNOVATIVE PERSPECTIVES

While the building “hardware” was designed to keep a constant flow of visitors moving through the pavilion, the cultural “software” kept them

informed, entertained, and engaged. Almost 100 speakers participated in our afternoon Terrace Talks on the open roof of the USA Pavilion, representing a broad range of perspectives on global food security and American food culture. The James Beard American Restaurant in central Milan welcomed more than 60 chefs from the United States to showcase American gastronomy. Symposia, roundtables, and conferences on pertinent subjects related to our theme were held with partner organizations throughout the six months, either at the Pavilion or in central Milan at our cultural center, Casa America. And various performers, bands, artists, and others contributed to the dynamic programming of the USA Pavilion, unmatched by any other country pavilion at Expo.

POSITIVE MEDIA COVERAGE

During the six months of Expo, the USA Pavilion had over 1,000 media placements through television, radio, print, and online publications with a readership of over one billion. The pavilion had over 337 million readers of print media, over 950 million unique viewers of online media, and 46 million viewers/listeners of television/radio media.

The USA Pavilion also utilized online capabilities in a completely new way for a World's Fair.

“Open, confident, innovative and forward thinking.”

—Le News

“The USA Pavilion is on the mark.”

—Washington Post



Left to right: U.S. Ambassador to Italy, John Phillips;
Co-CEO of Sweetgreen, Nicolas Jammet; Chef Carla
Hall; First Lady Michelle Obama; Alonzo Mourning

UNITING

for the

EXPO CHALLENGE





Left to right: Beppe Sala, Expo CEO and Commissioner General of the Government of Italy for Expo Milano 2015; Roberto Maroni, Governor of Lombardy Region; Ambassador John Phillips, Milan Mayor Giuliano Pisapia; Jerry Giaquinta, Chief Communication Officer, USA Pavilion

A timeline of **U.S. PARTICIPATION AT EXPO MILANO 2015**

2013

OCTOBER 11, 2013

U.S. Assistant Secretary of State for European and Eurasian Affairs Victoria Nuland notified the “Friends of the USA Pavilion” that the Department of State selected its team to represent and lead the USA Pavilion presence at Expo Milano 2015.

OCTOBER 16, 2013

During Former Italian Prime Minister Enrico Letta’s visit to the United States, the White House issued a fact sheet confirming U.S. participation in Expo through “Friends of the USA Pavilion.”

NOVEMBER 13, 2013

U.S. Ambassador to Italy John Phillips and Expo Milano 2015 CEO Giuseppe Sala hosted a press conference in Milan introducing Friends of the USA Pavilion.

2014

MARCH 27, 2014

President Obama, in Rome, announced that the United States would participate in Expo. The official Participation Contract was signed, formally committing the United States to Expo Milano 2015.

APRIL 14, 2014

President Obama and Prime Minister Renzi participated in a joint press conference which formally announced and celebrated U.S. participation.

JULY 16, 2014

Parallel receptions in Washington, D.C., and Milan celebrated the groundbreaking of the USA Pavilion. Through a live stream from Washington, D.C., Secretary John Kerry and Ambassador David Thorne kicked off the ceremony, while Ambassador John Phillips, Mayor of Milan Giuliano Pisapia, and Expo Milano CEO Giuseppe Sala participated in the ribbon cutting ceremony on site in Milan.

DECEMBER 1, 2014

Secretary John Kerry appointed Douglas T. Hickey as Commissioner General of the U.S. section of Expo Milano 2015.



2015



MAY 1, 2015

Expo Milano 2015 opened to the public. Ambassador John Phillips, Milan Consul General Ambassador Philip Reeker, and USA Pavilion Commissioner General Ambassador Douglas Hickey spoke at the pavilion opening ceremony, swore in Student Ambassadors, and opened the doors of the pavilion.

JUNE 18, 2015

The USA Pavilion welcomed First Lady Michelle Obama to Milan and Expo. During her visit to Expo Milano 2015, Mrs. Obama was guided through the USA Pavilion by our Student Ambassadors, toured the Italian Pavilion with Italy's First Lady Agnese Landini, and met Italian school-children.

First Lady Michelle Obama and the Presidential Delegation highlighted the importance of healthy eating through a cooking demonstration led

by New Orleans chef John Besh at the James Beard American Restaurant with 20 international students from the American School of Milan. The healthy food program highlighted *Let's Move!* the First Lady's initiative for healthy eating.

JUNE 20, 2015

The USA Pavilion hosted the first LGBT events in Expo history. A series of programs in partnership with local LGBT organizations included an event with rugby star Ben Cohen and celebrity chef Art Smith and a dance party hosted by Madonna's producer DJ Tracy Young to a Milano Pride Week Kick-off Party on June 20. The day featured rainbow colors on our logo, a press conference well attended by local politicians, family activities on our roof, fast-passes to other pavilion for people wearing USA Pavilion rainbow stickers and performances by the touring company of "Priscilla Queen of the Desert."



JUNE 25, 2015

The USA Pavilion welcomed its one-millionth visitor, a family from Italy. Ambassador Hickey treated the family to lunch at Food Truck Nation and presented them with a certificate and a gift bag of USA Pavilion souvenirs.

JULY 4, 2015

The Presidential Delegation led by Secretary of Agriculture Tom Vilsack attended USA National Day at Expo Milano. The day featured a bilateral meeting and remarks by Secretary Tom Vilsack and Italian Agricultural Minister Maurizio Martina, a festive parade led by the University of Southern California Trojan Marching Band and Cheerleaders, and public activities on the roof of the pavilion, including red, white, and blue cupcakes, and a temporary tattoo station. A portion of retail and food and beverage sales were donated to Save the Children.

OCTOBER 10, 2015

The USA Pavilion welcomed its five millionth visitor.

OCTOBER 12, 2015

The USA Pavilion launched World Food Week, a week of programming and events in support of global food security and the UN Sustainable Development Goals, building up to the United Nation's World Food Day on October 16 and Secretary John Kerry's visit on October 17.

OCTOBER 17, 2015

Secretary John Kerry delivered public remarks regarding the threat of climate change to global food security, and visited the USA Pavilion.

OCTOBER 29, 2015

The USA Pavilion welcomed six million visitors, making it the most visited country pavilion at Expo Milano 2015.

OCTOBER 31, 2015

USA Pavilion at Expo Milano 2015 closed its doors for the last time after welcoming 6.2 million visitors, nearly 30 percent of all Expo Milano 2015 visitors—well beyond the pre-Expo projection of four million.





WE BUILT IT
and
THEY CAME





The experience of 6.2 MILLION VISITORS

For 184 days, the USA Pavilion welcomed an average of 34,000 visitors per day. The pavilion offered a multi-level experience that flowed with activity from top to bottom. As guests entered on a wooden ramp salvaged from the Coney Island boardwalk destroyed by Hurricane Sandy and repurposed for the pavilion, they were welcomed by the audio exhibit “Voices of the Land,” a harmonious mix of Native American poetry and quotes from American farmers. Visitors were then greeted by a message from President Obama welcoming them to join in the global dialogue on how to feed the future.

On the main boardwalk level, visitors strolled through a forest of exhibit stations representing six different pillars of global food security: industry, policy, research, nutrition, cooking, and farming. Each pillar presented a video montage of Americans engaged in the cutting edge of their field. Each pillar was crowned with a chandelier of heirloom American vegetables growing hydroponically using the same technology as the vertical farm. The diversity

of voices in the pillars represented America’s wide-ranging efforts to find solutions to achieve global food security.

The USA Pavilion also included a video exhibition entitled “The Great American Foodscape.” Seven vignettes showcased American food culture, past and present, through an innovative screen patchwork.

At the top of pavilion, the roof terrace provided guests with a panoramic view of the Expo and served as a venue for more than 400 events.

At 44,000 square feet, the USA Pavilion was one of the largest national pavilions at Expo Milano 2015. The operating teams included 120 Student Ambassadors, 30 hosts and stewards, more than 200 staff members, including management, operations, chefs, maintenance, and security. U.S. Department of State and U.S. Consulate in Milan staff worked closely with the pavilion team providing administrative oversight and guidance.

...visitors
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forest of exhibit stations
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of global food security: industry, policy,
research, nutrition, cooking, and farming.

USA PAVILION ARCHITECTURE AND DESIGN

The USA Pavilion was designed by New York-based American architect James Biber, with the support of Milan-based Italian architect Andrea Grassi. The pavilion was constructed by Swiss-based company NUSSLI. Exhibits and installations were designed by award-winning, New York-based Thinc Design.

- ▶ The USA Pavilion was created to be completely dismountable, relocated, up-cycled or donated after Expo Milano 2015 concluded. The pavilion utilized a strategy of locally sourcing borrowed, donated, and recyclable material, as well as showcasing many Italian-American product partnerships from our sponsors.
- ▶ The pavilion highlighted both natural and high-tech materials, showing innovation through sophisticated technology and reuse. Inspired by the brawny openness of an American barn, the wood slab floors of the pavilion and the exposed steel frame referenced industrial buildings, while the visible moving parts turned the building into an agricultural machine.
- ▶ The pavilion's forecourt was filled with a grid of misting columns to keep the visitors cool in the summer without blocking the view. The rear court had a grove of oak trees to shade the queue into the "Great American Foodscape."
- ▶ The centerpiece of the forecourt was an enormous USA Pavilion American Food 2.0 logo, as well as a programmable digital waterfall descending from the logo to an aquatic garden below.



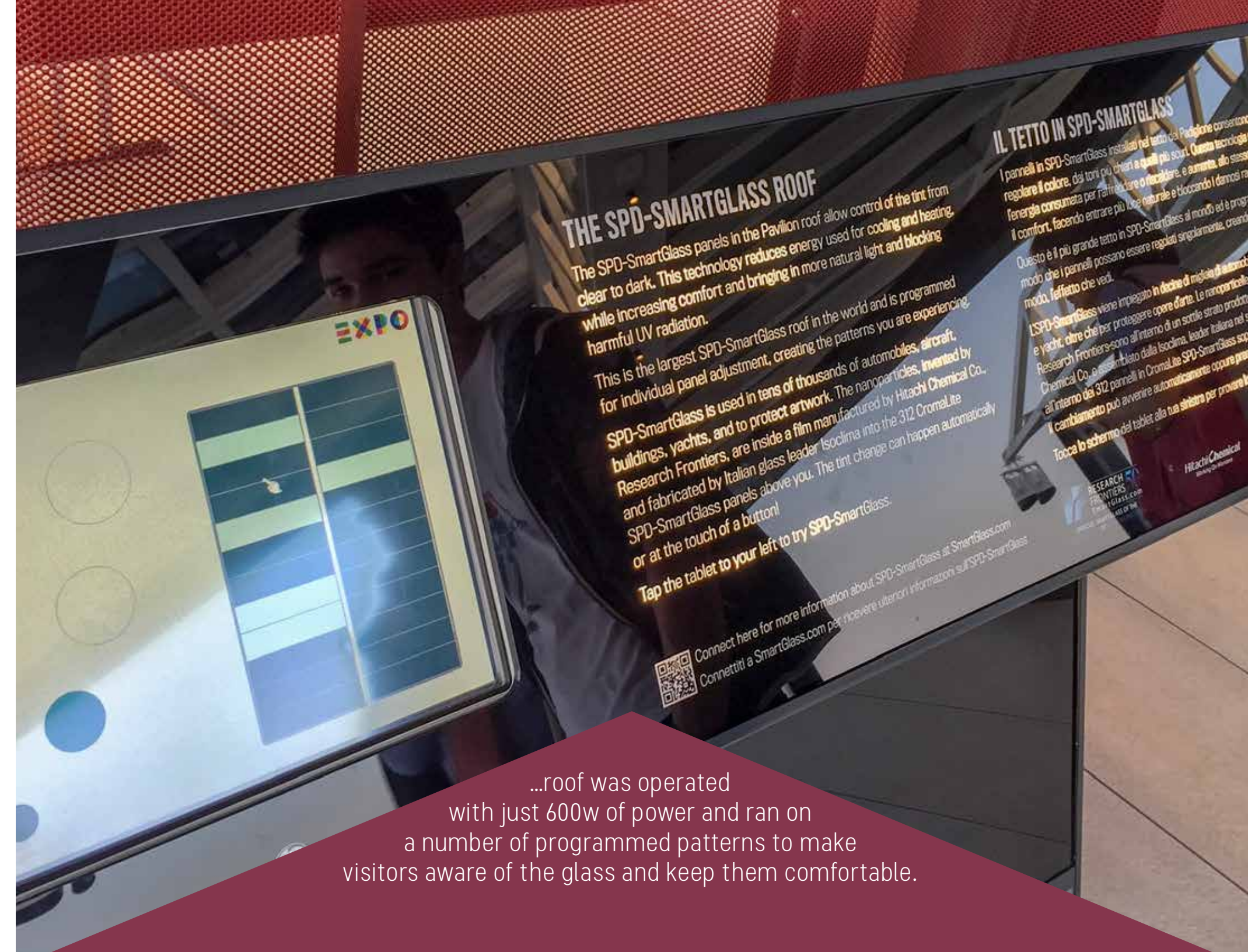
- ▶ American innovations were integrated into the construction and design, including a digital electrochromic glass roof canopy; a hydroponic, water-recapturing vertical farm; and a passive system of ventilated heat exchange to keep the building cool.

- ▶ The USA Pavilion was designed to accommodate a continuous flow of visitors to enter with minimal to no wait. The ramped boardwalk entry facing the main Expo thoroughfare allowed visitors to arrive onto the main floor of the exhibit without a queue.

- ▶ Topping off the pavilion was the roof terrace. The terrace was protected by a 10,000 square foot glass canopy of SPD Smart Glass, switchable from 99.9 percent opaque to 65 percent clear in a matter of seconds. The entire roof was operated with just 600w of

power and ran on a number of programmed patterns to make visitors aware of the glass and keep them comfortable.

- ▶ The longest public façade at Expo Milano 2015 was the USA Pavilion's vertical farm. The vertical farm was longer than an American football field and gridded into large squares, a reference to the gridded American agricultural landscape. The vertical farm was composed of 83 large-scale louvers, each with 18 hybrid hydroponic Zip Grow towers holding up to seven plants apiece. These 10,000 plants, towers, and panels were constantly in motion with the louvers moving in a wave-like motion, invoking wind across a field of wheat. With the farm, the pavilion became more than a building, it was also a living, breathing ecosystem.



...roof was operated with just 600w of power and ran on a number of programmed patterns to make visitors aware of the glass and keep them comfortable.





PEOPLE-TO-PEOPLE DIPLOMACY—STUDENT AMBASSADORS

The Student Ambassadors served as the face of America at Expo Milano 2015. They were a critical part of our public diplomacy efforts through their personal interaction with visitors.

These 120 Student Ambassadors represented 36 states, 95 American colleges and universities, and together spoke 28 languages, including sign language. In addition to being the “public” face of the USA Pavilion, Student Ambassadors assisted our hostesses and stewards in operational aspects of the pavilion. They contributed to our dynamic programming by creating an acapella singing group, by choreographing flash-mob dance performances, producing videos about their experiences at Expo Milano, and authoring blog posts for our website.

High-Level Delegations: Student Ambassadors helped welcome First Lady of the United States Michelle Obama, Secretary John Kerry, and Secretary Tom Vilsack, in addition to leaders from countries around the world.

Media Engagement: Many Student Ambassadors highlighted their experience at the USA Pavilion through television appearances, newspaper interviews, and blogs.

Outside of the Pavilion: In addition to being ambassadors at the pavilion, students were also ambassadors in the community and participants in special events. Student Ambassadors participated in a range of activities from food packaging and soup kitchens, to parades and charity races. Events included:

- ▶ Milan Pride Day at USA Pavilion (June)
- ▶ World Humanitarian Day at Expo (August)
- ▶ Expo Kenya Run at Kenya National Day at Expo (September)
- ▶ September 11 Memorial Ceremony at the pavilion featuring our student acapella group (September)

- ▶ Refettorio Ambrosiano Soup Kitchen City of Milano (September)
- ▶ Food Truck Nation Burger Battle judging panel at FTN (October)
- ▶ Save The Children National Day (October)
- ▶ Gates Foundation Reception at Expo (October)
- ▶ Tree of Life Parade at Expo (October)





USA

NATIONAL DAY





- A day of celebration for
**THE UNITED STATES AT
EXPO MILANO 2015**

On July 4, 2015, the Presidential Delegation led by Secretary of Agriculture Tom Vilsack presided over our USA National Day at Expo.

USA National Day at Expo Milano 2015 began with a morning flag raising ceremony where Italian Agriculture Minister Maurizio Martina and Secretary Tom Vilsack celebrated the U.S. commitment to global food security and our participation in Expo. Following the program, the USC Trojan Marching Band and members of their cheerleading squad led a parade down the Decumano, the main thoroughfare of the Expo, to the USA Pavilion.

Our Student Ambassadors participated in family activities for the public on the pavilion's roof terrace that included face painting, temporary USA flag tattoos, and cupcakes decorated in patriotic colors. Guests at Food Truck Nation received free sustainable Pepsi tote bags. The Presidential Delegation headlined a special dinner at the James Beard American Restaurant prepared by celebrated Italian chef Massimo Bottura who expressed his love for America (his wife is American) through a clever and whimsical narrative menu. A portion of the proceeds from retail and food and beverage sales on our national day was donated to our charitable partner Save the Children.

...USC Trojan
Marching Band and
members of their cheerleading squad
led a parade down the Decumano, the main
thoroughfare of the Expo, to the USA Pavilion.

“From the food security standpoint—we have a positive story to tell here at Expo Milano 2015. With the global focus on the impact of climate change in agriculture, our efforts to develop more productive and sustainable ways to produce food on earth and in the ocean, are contributing to a stronger food systems, able to feed a growing global population.”

—Secretary of Agriculture Tom Vilsack



Secretary of Agriculture
Tom Vilsack



Left: Chief
Creative Officer,
USA Pavilion,
Mitchell Davis
Right: President
of the James
Beard Foundation,
Susan Ungaro



A portion of
the proceeds on our
national day was donated to our
charitable partner Save the Children.





Left to right: Astronaut Samantha Cristoforetti, European Space Agency; Astronaut Terry Virts, National Aeronautics and Space Administration (NASA); Cosmonaut Anton Shkaplerov, Russian Space Agency pose with student ambassadors

A PLATFORM FOR IDEAS

and a
FORUM FOR CONVERSATIONS



“Thanks to technology, innovation and entrepreneurship, America now produces more food—more consistently and more safely—and delivers it to more people at a more affordable price than ever before. We will tell this story here, in the Pavilion.”

–U.S. Ambassador to Italy John Phillips



Six months of ENGAGING PROGRAMS

While the USA Pavilion’s physical structure and exhibits welcomed and engaged people throughout the six months of Expo Milano, the day-to-day programming brought the pavilion to life. Our programs included almost daily public Terrace Talks on subjects related to global food security, high-level roundtables, conferences, and symposia on a variety of topics related to Expo themes, and other programs that showcased American culture.

Almost 100 speakers participated in our Terrace Talks, usually held in the afternoon on the USA Pavilion terrace. Visitors to the USA Pavilion engaged with experts from diverse fields such as space travel; pastry and bread baking; sustainable seafood; entrepreneurship; consumer advocacy and biotechnology. With Italian interpretation by our Student Ambassadors, these talks offered USA Pavilion visitors a chance to learn about American perspectives and ask questions.

HIGHLIGHTS OF THE SIX MONTHS INCLUDED:

Rural and Urban Agricultural Innovations (May 19, 2015)

Pavilion partner DuPont timed the release of the 2015 Global Food Security Index (produced by the Economist Intelligence Unit), to host a high-level symposium on agricultural innovation at Casa America, the USA Pavilion’s cultural venue in central Milan.

The Pink Cloud (May 19, 2015)

In support of the Pink Cloud Initiative to encourage young women to pursue science, technology, engineering, and mathematics careers, our partner Microsoft, in collaboration with UN Women, brought 1,500 young women to the USA Pavilion as part of a three-day event to inspire more women to pursue tech-related studies and careers through 150 free courses, hackathons, networking opportunities, and inspirational talks from successful female role models.

Almost 100 speakers
participated in our Terrace Talks...

Urban Food Security Roundtable (May 20, 2015)

Organized by the Secretary's Office on Global Food Security and moderated by the Aspen Institute the discussion focused on policy and the importance to find new technologies and science to present solutions to solve modern and future food security issues.

Great American Chefs Rally (July 21, 2015)

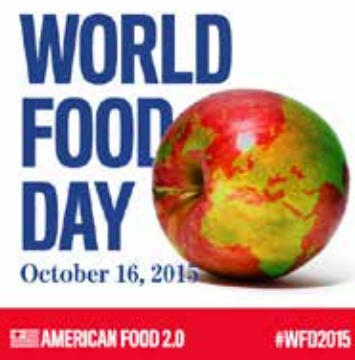
In conjunction with the James Beard Foundation, the U.S. Department of State's Diplomatic Culinary Partnership and the international Club des Chefs des Chefs, the USA Pavilion welcomed chefs from the United States and around the world to Casa America and the USA Pavilion to discuss culinary diplomacy and culinary tourism.

Hollywood and Dine: The Image and Impact of Food in Entertainment (September 4, 2015)

Produced in partnership with the Norman Lear Center and the Center on Communication Leadership and Policy at the USC Annenberg School for Communication and Journalism, together with The Annenberg Retreat at Sunnylands, this special symposium explored the role and responsibility the entertainment industry has for making a positive impact on eating behaviors and food-related issues. Special guests included celebrated television producers Norman Lear and Phil Rosenthal and actress Maria Grazia Cucinotta.

Food and Technology Innovation Summit (September 29-30, 2015)

In conjunction with our partners, including Microsoft and Copernico, the USA Pavilion hosted a two-day innovation summit on the nature of disruption in the food and technology space. The summit concluded our Feeding the Accelerator program for food and technology start-ups.



World Food Week (October 12-17, 2015)

Working with a network of organizations led by the Bill and Melinda Gates Foundation, including Oxfam, One, Global Poverty Project, World Food Programme, the EPA and others, the USA Pavilion hosted a week of programming on a variety of topics related to global food security. These programs included an EPA-led public talk on the importance of

keeping food waste out of landfill, a special World Food Day reception on the USA Pavilion roof and UN Secretary-General Ban Ki-Moon addressing a UN roundtable to encourage country commitments to the Sustainable Development Goals at the James Beard American restaurant. The week culminated with Secretary John Kerry's public policy remarks at Expo Center.

Other events held at the USA pavilion throughout the six months of Expo brought diverse aspects of American culture to Expo visitors. These programs ranged from rock bands to children's choirs, orchestras to flash mobs, music, poetry, and spontaneous dance parties.

"It was thrilling to...see American innovation, achievement and focus on improving our global food system...And the highlight was cooking and sharing my passion for good food at the James Beard Restaurant—with guests ranging from Jackson Browne to Qatari, Turkish and Japanese diplomats. As a member of our country's Diplomatic Culinary Partnership, I am grateful to the James Beard Foundation for facilitating an important exchange of ideas and values around food—the life sustaining resource we all share."

—Mary Sue Milliken, Chef





COMMERCIAL
DIPLOMACY

“The USA Pavilion offered a wonderful opportunity to demonstrate the [FCA's] core values including innovation, sustainable mobility, and community, while at the same time, showcasing the vital role trucks play in the everyday life of those in agriculture and reaffirming our long-standing commitment to supporting those who work in family farming, agriculture and other farming-related industries.”

–Walid Saba, Director Marketing Design, Fiat Chrysler Automobiles (FCA)



Through the assistance of **SPONSORS & SUPPLIERS**

A total of 70 sponsors and 80 suppliers contributed to the construction, presentation, and operations of the USA Pavilion. These included American corporations, Italian companies, public and private foundations, and U.S. states and municipalities. As a founding partner of Friends of the USA Pavilion, the American Chamber of Commerce in Italy—celebrating its centennial anniversary in 2015—was integral in realizing the commercial diplomacy goals of our participation in Expo Milano.

Each of our sponsors utilized the global platform in a unique manner depending on their industry, company culture, and goals. Sponsors harnessed the platform to host company VIP visitors, increase government and media/public relations exposure, build corporate networks, promote brand awareness, expand corporate social responsibility messaging, and participate in a myriad events at the USA Pavilion.

USA PAVILION'S ROOF TERRACE

The USA Pavilion's expansive roof terrace was a unique feature of the pavilion that served as a gathering place for the general public, a programming hub, and a venue for special events. Very few pavilions at Expo constructed roof terraces boasting panoramic views, and none could compete with the USA Pavilion in terms of sheer size. The roof terrace included a dedicated area for VIPs, which comprised the Bank of America Boardroom, a VIP terrace, a dedicated entrance and elevator, and restroom facilities. During the course of Expo, special guests of the roof terrace included: sponsors, their clients and employees; official U.S. government delegations; Italian dignitaries; celebrities; foreign delegations; chefs; journalists and bloggers; scientists; and photographers. During the 184 days of Expo, the VIP terrace accommodated more than 400 events and welcomed tens of thousands of guests.



A total of 70 sponsors and 80 suppliers contributed to the construction, presentation, and operations of the USA Pavilion...

“Every industry has a role in sustainable solutions that benefit the planet, people and economy—including food supply. From Energy, Transportation, Lighting and beyond, our technology is tackling these global challenges.”

Deb Frodl, Executive Director, Ecomagination, GE



“The USA Pavilion was a great platform to deploy our culinary strategy that seeks to inform the world about all the great food traditions and diverse geographies around the country. It was a platform that allowed us to bring in our partners at the state and local level to tell their own culinary story. We were pleased with the USA Pavilion and our ability to leverage it with our travel trade partner.”

Chris Thompson, President, Brand USA



“One-third of food produced is never consumed. That’s unacceptable. Through innovation and collaboration across the public and private sectors, we can bridge the gulf between food waste and food security.”

Indra K. Nooyi, Chairman & CEO, PepsiCo





CULINARY

DIPLOMACY



Michael Beirut, graphic designer and partner at Pentagram enjoys American street food at Milan Expo.

“Travel Oregon’s activation at the USA Pavilion during World Expo offered an incredible opportunity to tell the Oregon story to a global audience. We have no doubt that the interactions made at this event will inspire visitors from around the world to travel to Oregon.”

–Teresa O’Neill, Vice President, Global Sales, Travel Oregon



FOOD TRUCK NATION

Our presence at Expo also showcased the diversity of American cuisine. As many visitors discovered, the hottest food trend in the United States is not being served in restaurants, but on the streets of cities and towns across the country. Food trucks, food carts, and other artisanal street vendors have brought cuisine to the road, and the USA Pavilion brought this new style of dining all the way to Expo.

As much a symbol of American entrepreneurship as gastronomic creativity, the USA Pavilion’s food trucks served up a wide variety of dishes, traditional and modern—regional barbecue, Black Angus burgers, New England lobster rolls, California fish tacos, hot dogs, veggie burgers, kale salads, cupcakes, and much more. With an eye toward wholesomeness and sustainability, a taste for local ingredients, and a partnership with Brand USA, Food Truck Nation celebrated the fresh

culinary flavors of the United States to a global audience in collaboration with Brand USA partners: The Beaches of Fort Myers and Sanibel in Florida, Louisiana, California, and Oregon.

Food Truck Nation offered food of the highest quality and utilized American ingredients whenever possible. All of the meat served at Food Truck Nation came from the United States, including lobster from Maine, salmon from Alaska, and Black Angus beef from Kansas.

Renowned Italian journalist and New York Times best-selling author Beppe Severgnini declared the USA Pavilion’s Food Truck Nation’s lobster roll “the best in Italy.”

...Meat served at Food Truck Nation came from the United States, including lobster from Maine, salmon from Alaska, and Black Angus beef from Kansas.



Chef Barbara Lynch



Executive Chef at the White House, Cris Comerford



Chef Rick Moonan

JAMES BEARD AMERICAN RESTAURANT AT SEVEN STARS GALLERIA

With the pavilion theme American Food 2.0 in mind, the USA Pavilion set out to counter preconceived notions about American cuisine. As part of that mission, the pavilion extended its presence into the city with the creation of the James Beard American Restaurant. In association with the James Beard Foundation and support from The Rosso Group, the pavilion presented this full-service, fine-dining, pop-up restaurant in the historic Galleria Vittore Emanuele II in central Milan.

As an important extension of the USA Pavilion, the James Beard American Restaurant, also referred to as JBAR, showcased American cuisine at its finest, featuring over 60 accomplished American chefs and representing all of the American regions. The menus introduced diners

to a multitude of styles and to the unique ingredients that our diverse American culture has to offer.

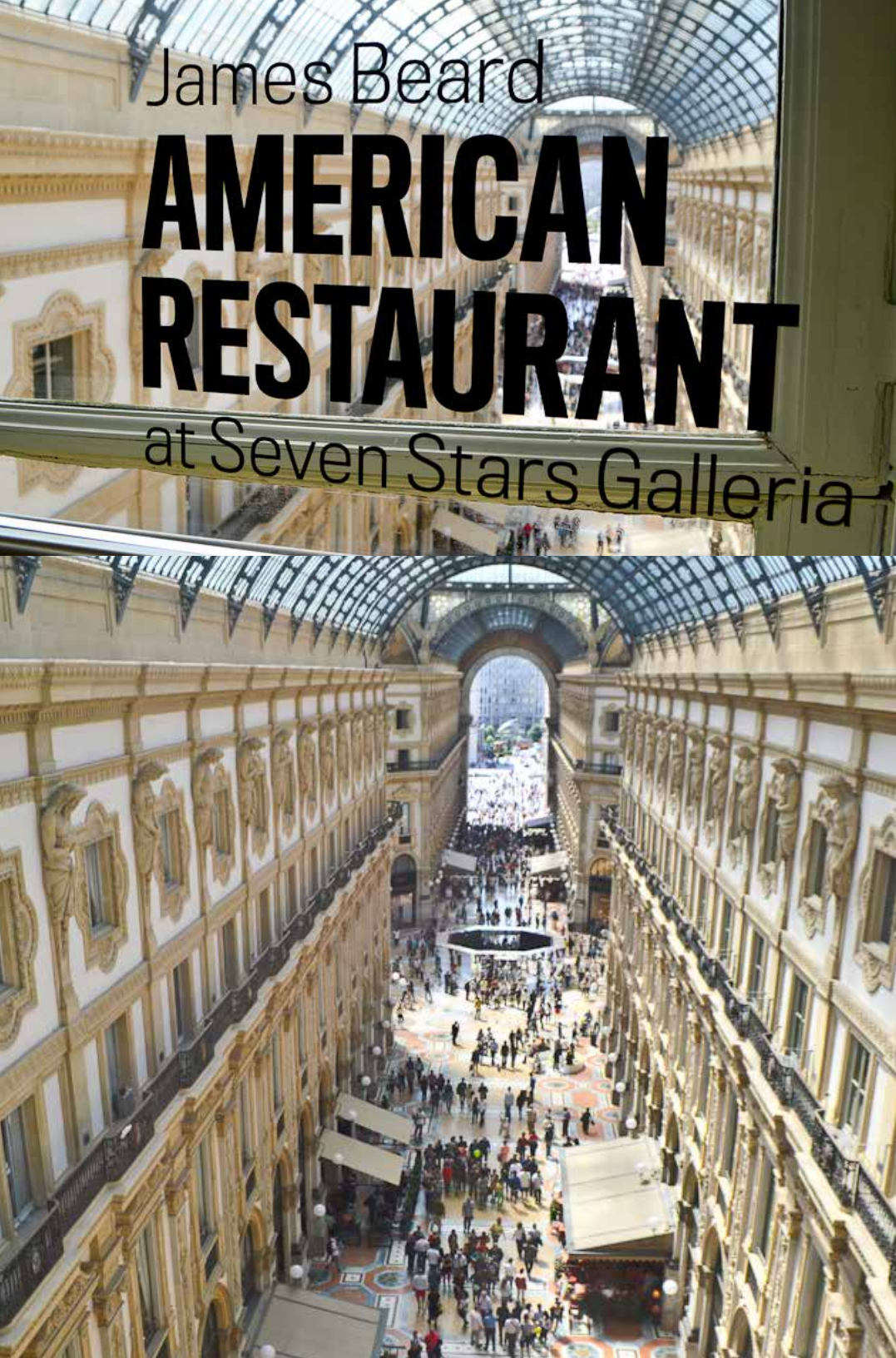
Additionally, JBAR hosted a number of important Italian and international chefs who produced dinners derived from their impressions of American cuisine or that reflected a playful commentary on American cuisine.

At each event, guest chefs had the opportunity to explain the origins of their cuisine and share their perspective on American cuisine, as well as their views on sustainability and feeding the planet.

Each dinner represented a valuable cultural exchange and effectively enriched the message of the USA Pavilion in showcasing American Food 2.0.



...guest chefs had the opportunity to explain the origins of their cuisine...as well as their views on sustainability and feeding the planet.

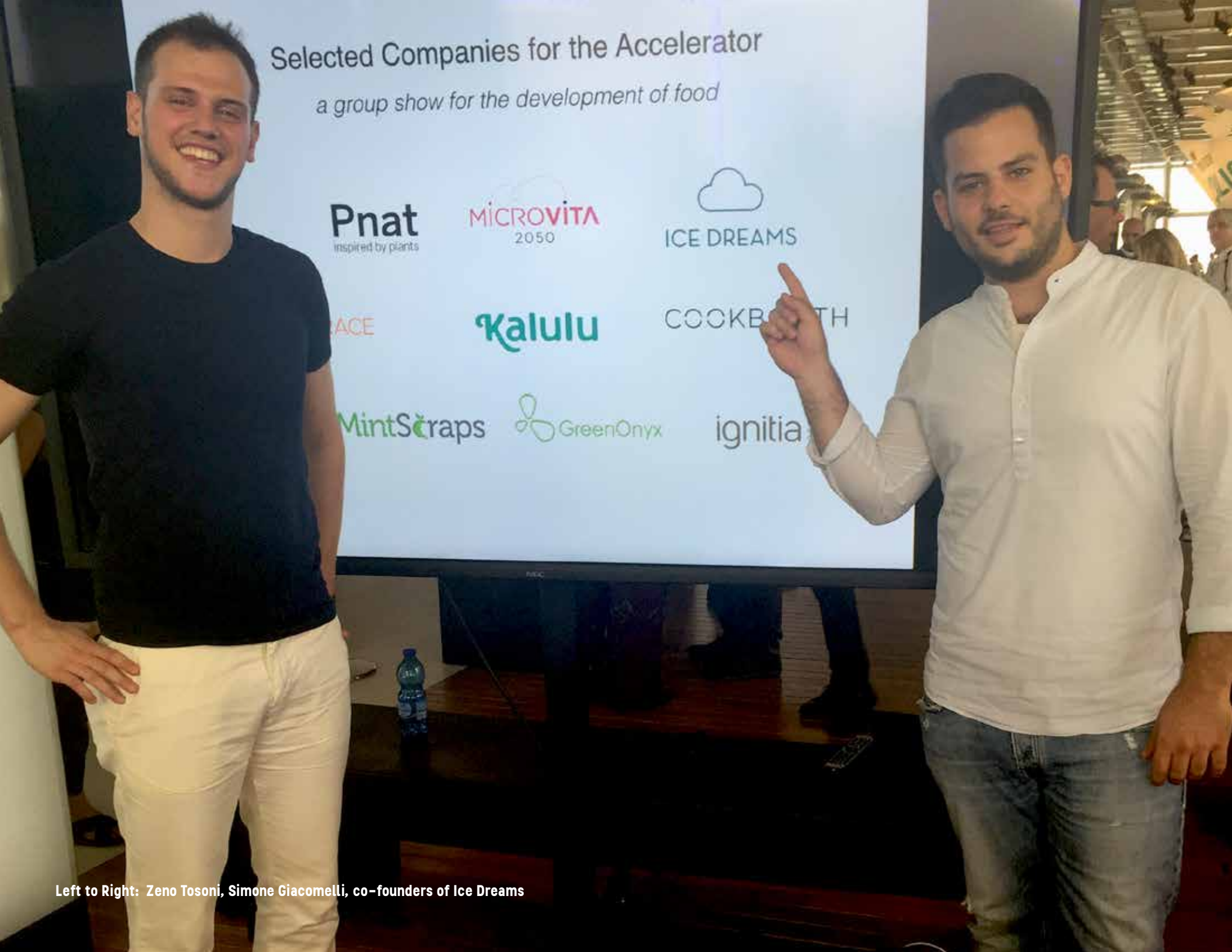


James Beard
**AMERICAN
RESTAURANT**
at Seven Stars Galleria

“The United States is so much more... than Hollywood and fast food, rappers and gas-guzzling SUVs. At the USA Pavilion and the James Beard American Restaurant, I had the chance to share the delicious complexity of who we truly are. Bringing people from all over the world together around our table offered us a generous blank canvas on which to paint the real pictures of an America filled with rich culinary traditions and thought leaders who are leading us into a sustainable future.”

—Chef Rick Bayless





Selected Companies for the Accelerator
a group show for the development of food

Pnat
inspired by plants

MICROVITA
2050


ICE DREAMS

ACE

Kalulu

COOKBOOTH

MintScraps

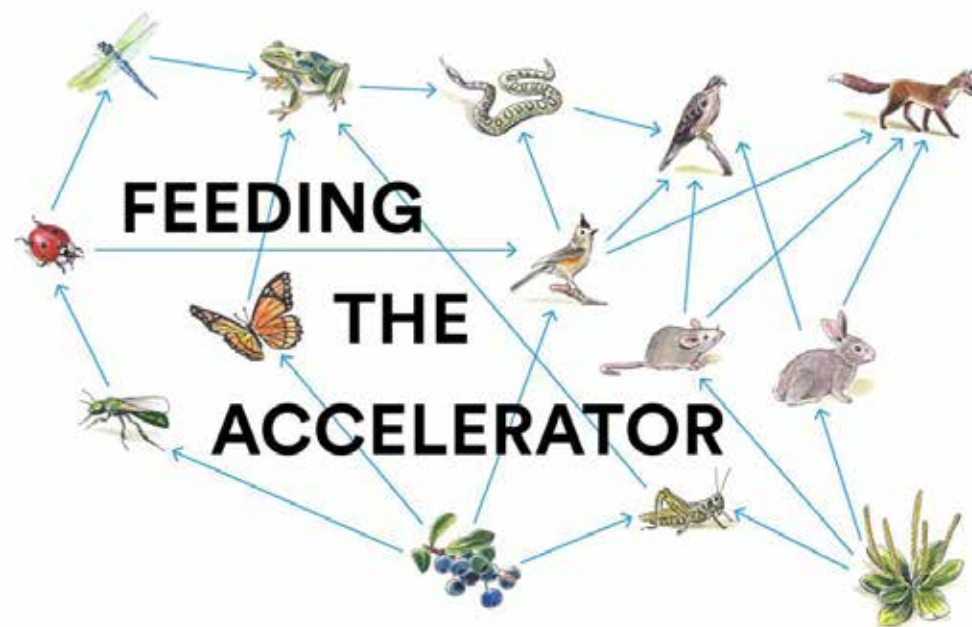
 **GreenOnyx**

ignitia

Left to Right: Zeno Tosoni, Simone Giacomelli, co-founders of Ice Dreams

FEEDING *the* ACCELERATOR





“We have exceeded the expectations in terms of visitors...The experience and impact of the Feeding the Accelerator with Hackathon—and having 10 world-class startup teams in Milan—has been outstanding.”

Caro Purassanta, General Manager, Microsoft Italy

Addressing FOOD-SYSTEMS ISSUES

The Feeding the Accelerator program, produced in collaboration with Atelier Slice, re-imagined the model of a food and technology accelerator for innovative start-up companies addressing various aspects of the food-systems issues. Ten participating companies were selected from almost 100 applicants from around the world. The accelerator began with online meetings in July, and the companies came on site in Milan for the month of September. Housed at Copernico, a local tech incubator and co-working space, the participating companies were exposed to experts on food systems issues, chefs, entrepreneurs, and others. Regular visits to Expo and other programs around the city enriched the experience. Feeding the Accelerator concluded with the Innovation Summit and awards September 29 and 30, 2015.

PARTICIPATING COMPANIES:

PNAT

Offering new ways of farming through modular floating greenhouses that allow for intensive cultivation and water purification using solar energy (based in Italy)

MICROVITA

Proposing an alternative, sustainable animal feed that does not compete with human feeding through an efficient industrial system to convert organic by-products into protein feed for livestock using houseflies (based in Italy)

...a local tech incubator and co-working space, the participating companies were exposed to experts...

ICE DREAMS

A revolutionary way to produce artisanal Italian gelato that substitutes traditional ingredients, such as milk, eggs, and artificial additives, and requires only water (based in Italy)

FOODTRACE

Providing new tools for the wholesale marketplace to help farmers and artisans sell more efficiently to more informed and targeted buyers through a cloud-based software platform (based in the United States)

COOKBOOTH

Proposing the future of the cookbook through an accessible self-publishing tool that will allow professional and amateur chefs alike to document, share, and monetize their knowledge, experimentation, and techniques (based in the UK and Spain)

KALULU

Developing shorter supply chains that connect farmers directly to local consumer, reducing carbon footprints, and increasing the involvement of farmers in their communities (based in Italy)

URBAN PASTORAL

Developing collectives of integrated food and agricultural businesses that understand food as a vehicle for social, economic, and environmental progress (based in the United States)

IGNITIA

Providing a highly accurate, location-specific weather forecast technology that improves farmers’ everyday decision-making in remote areas of West Africa by SMS (based in the United States and Sweden)

Winner of the Entrepreneur Award

MINTSCRAPS

Providing an platform that helps businesses throughout the food supply chain manage food waste with analytical data to help save thousands of dollars in monthly food-purchasing and waste-disposal costs (based in the United States)





Secretary Kerry greets Diana Bracco,
President and General Commissioner
for the Italian Pavilion at Milan Expo.

PROMOTING

International
RELATIONS





His Highness Sheikh Hamdan Mohammed Al Maktoum (United Arab Emirates) tours the USA Pavilion with Friends of the USA Pavilion CEO Charlie Faas.

A public diplomacy **OPPORTUNITY**

The USA Pavilion provided the United States government with a tremendous public diplomacy opportunity to directly engage government officials, business leaders and global citizens. Leaders from Italy and international officials representing 59 countries and NGOs visited the USA Pavilion.

DIPLOMATIC PLATFORM

The U.S. presence created an opportunity to reaffirm connections between U.S. government officials, Italian, and international counterparts. Officials participated in public programs and conferences, press events,

and bilateral meetings. One such event was a two-day International Conference of Ministers of Culture, which attracted the participation of 83 countries. The conference theme, “Culture as an Instrument of Dialogue among Peoples,” sought to elevate the importance of cultural heritage, especially in the face of natural disasters or acts of terror. The conference highlighted the acts of systematic destruction of cultural heritage sites, including well-documented examples by Daesh in Syria and Iraq, and in countries around the world. The pavilion also played host to U.S. government experts to highlight collaboration and expertise on issues such as biotechnology, agriculture, and space innovation.

...Leaders from Italy and international officials representing 59 countries and NGOs visited the USA Pavilion.

DELEGATION VISITS

A total of more than 800 VIP delegations experienced the USA Pavilion. These included high-level U.S., Italian, and international officials, thought leaders and academics in food security, nutrition, climate change, influential media figures, philanthropists, performers, and artists.

Interagency Cooperation: The U.S. Department of State was the primary U.S. government entity engaged on U.S. government representation at the USA Pavilion. State led the effort to develop thematically-relevant content and programming for the U.S. pavilion in collaboration with hundreds of colleagues and experts from across government. An interagency communications group included representatives from: National Security Council, Department of Agriculture, Department of the Interior, Department of Commerce, Department of Energy, Department of Transportation, Environmental Protection Agency, National Aeronautics and Space Administration, Food and Drug Administration, and the National Oceanic and Atmospheric Administration.



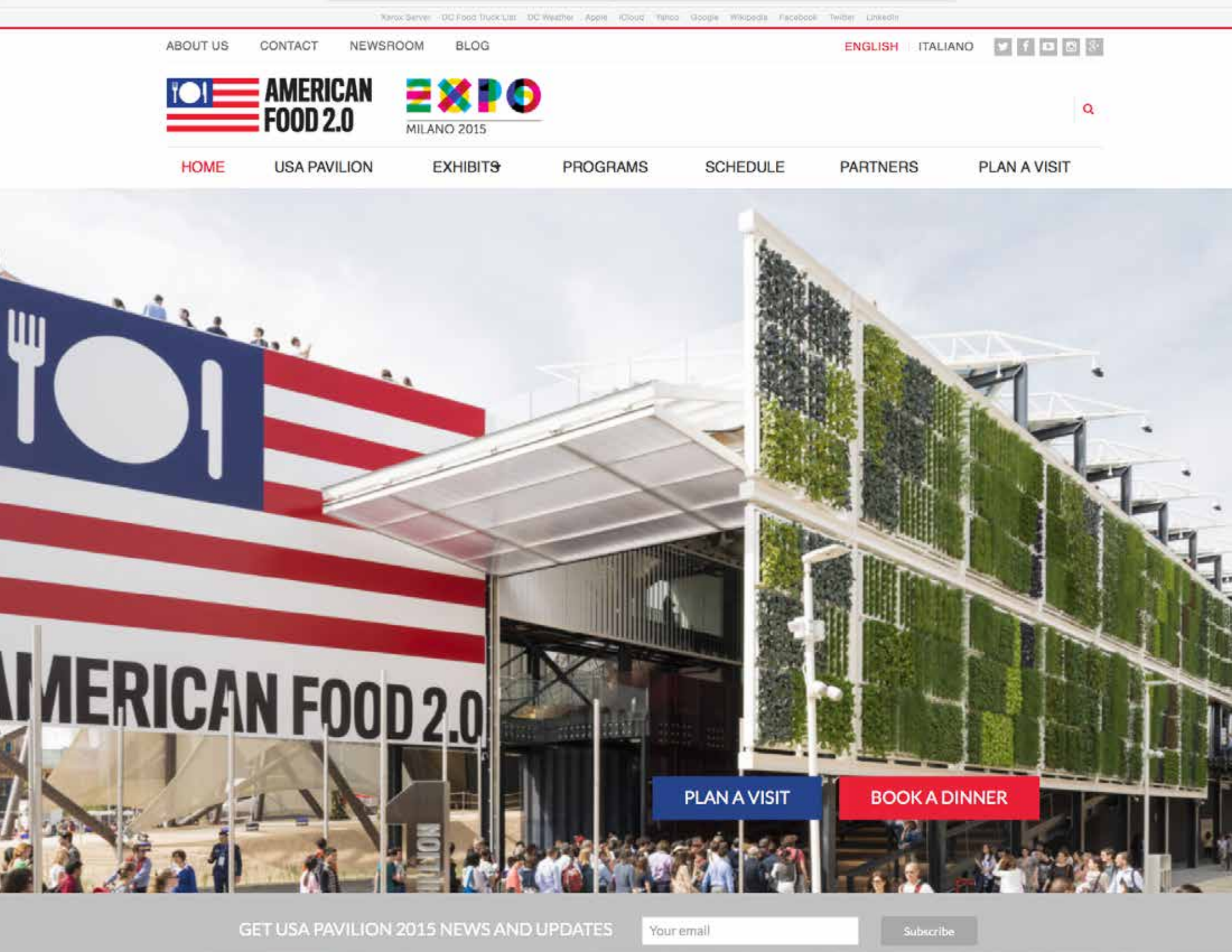
Secretary John Kerry, Ambassador David Thorne and Ambassador John Phillips discuss food security with Italian Foreign Minister Paolo Gentiloni in the Italian Pavilion.



Her Royal Highness Maha Chakri Sirindhorn (Kingdom of Thailand)



Student Ambassadors demonstrate global food challenges interactive game to Representatives Nancy Pelosi, Anna Eshoo, Cedric Richmond, David Cicilline, and Marc Veasey.

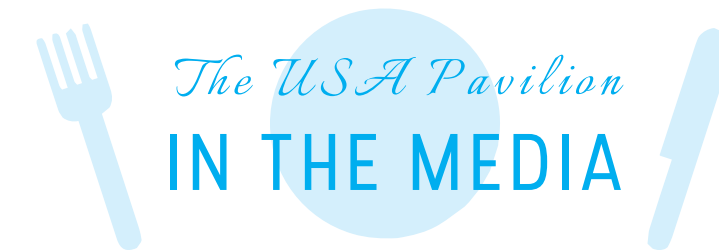


SHARING OUR STORY





1,206 MEDIA PLACEMENTS • 908 JOURNALIST REQUESTS •
625 PUBLICATIONS • 159 INTERVIEWS • OVER 1.3 BILLION READERSHIP
• 45 PRESS RELEASES • 504 MEDIA REQUESTS MANAGED



The USA Pavilion received positive coverage across Italian and global media during the course of Expo. Expo Milano 2015 provided the USA Pavilion with multiple communications platforms to reach vast audience in Italy and abroad and to promote the message of healthy and sustainable "American Food 2.0."

KEY FIGURES

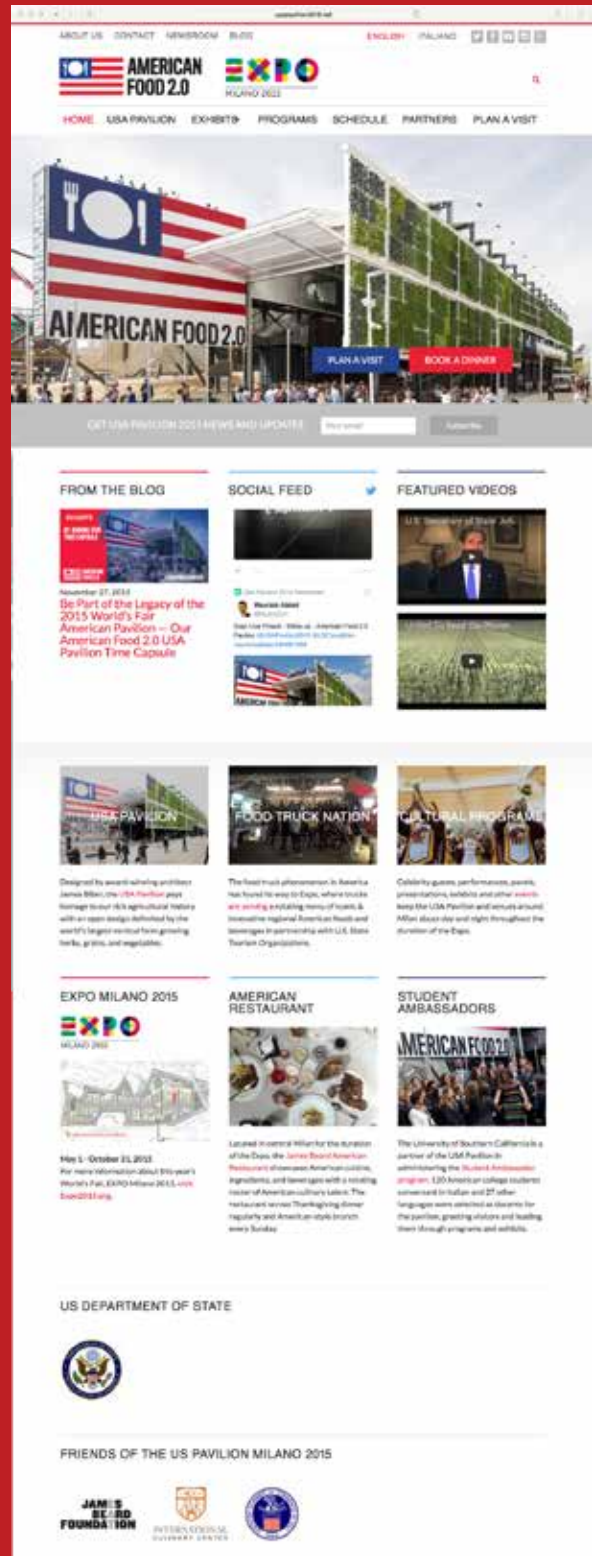
The USA Pavilion generated 1,206 media placements through television, radio, print, and online media. The pavilion press desk fielded 908 journalist requests from 625 different publications and managed 159 interviews. Total readership over all media was over 1.3 billion with 94

percent of media placed in Italy focusing predominantly on the pavilion, events, innovation, and food trucks. A total of 45 press releases were launched, 29 press invites or media advisories distributed, and 504 media requests managed.

USA PAVILION ONLINE

The reach of the USA Pavilion extended far beyond the in-person visitors to Expo. The USA Pavilion utilized social media platforms in completely new ways to engage and cultivate an audience that stretched beyond Expo, Milan, and Italy.

...USA Pavilion
utilized social media
platforms in completely new
ways to engage and cultivate an audience
that stretched beyond Expo, Milan, and Italy.



Official Pavilion Website

The USA Pavilion website had a total of 144,437 sessions throughout Expo with 107,317 new users. The page served as a highly networked hub of information on the pavilion’s visitor experience with comprehensive exhibition and event content. The website also plugged into a dedicated USA Pavilion mobile app.

Additionally, the homepage prominently featured all of our active social media channels. Highlights of our homepage included an embedded widget that displayed our Twitter feed in real time, videos from our USA Pavilion’s YouTube channel, rotating blog posts, and two navigation bars for easy access to content.

The USA Pavilion website went live before Expo Milano 2015 opened its doors with a soft launch that teased out a selection of the exhibition content videos and articles related to our “Pillars of Food Security” on the pavilion’s main Boardwalk Level. Published in both Italian and English, this portion of the website piqued the curiosity of potential visitors and provided a means of engagement for those who could not physically visit USAP.

During Expo, the USA Pavilion’s website provided a digital archive for our immersive and diverse programming. Activities at the USA Pavilion were featured on a comprehensive calendar updated daily. Public events on the website included: all Terrace Talks, evening musical performances, the Great American Chef’s Rally, World Food Week, USA Pavilion’s National Day on July 4, as well as cooking demonstrations and all featured dinners at the James Beard American Restaurant.

The website regularly updated our rotating menu at Food Truck Nation to reflect special state sponsorships and featured food items.

Official Pavilion Blog

We published a total of 110 blog posts, 63 of which were authored by Student Ambassadors. The Student Ambassador-authored blog posts on our website chronicled all USA Pavilion activities as well as Expo-hosted events. The posts served to recap the important facts and stories gleaned from our Terrace Talk series and highlight the impact of the ongoing roster of VIP visits and lectures at the pavilion.

The USA Pavilion social media staff and the U.S. Consulate in Milan shared oversight of all of the posts. The blog also provided content for the USA Pavilion’s weekly electronic newsletter, Facebook, Twitter, and Instagram accounts, as well as a link to share with individuals invested in activities at the pavilion and with speakers and organizations that participated in Terrace Talks.

Facebook

The USA Pavilion had two Facebook pages. The official USA Pavilion page had 7,031 likes and the page dedicated to The James Beard American Restaurant accumulated 1,336 likes. Top Facebook posts from our pavilion page included a Student Ambassador flash mob video and the announcement of First Lady Michelle Obama’s visit to the USA Pavilion.

Twitter

The official USA Pavilion Twitter account had 7,800 followers and 7,300 tweets demonstrating the growing strength of Twitter as a form of communication. Top Tweets included posts on breaking our daily visitor records, reaching our milestone of two million visitors, and Prime Minister Benjamin Netanyahu’s visit.

Between Facebook and Twitter, the accounts had 84,227 interactions, 59,981 unique users with the reach of 156,214,147 people.

Instagram

The official Instagram account for the pavilion had 8,156 followers. The USA Pavilion shared 1,196 photos that accumulated 36,821 likes, 931 comments, with 38,752 total engagements. Top Instagram posts included pictures from First Lady Michelle Obama’s visit, our Vertical Garden, desserts from Food Truck Nation, and a picture of our Student Ambassadors on the day we welcomed our five-millionth visitor.

USA PAVILION RETAIL STORE AND MEMORABILIA

A great amount of memorabilia was produced, sold, and traded at Expo and the USA Pavilion was no exception. The pavilion featured a retail store with branded American Food 2.0 merchandise. Products ranged from Brooks Brothers American Food 2.0 button down shirts, ties, and aprons, cutlery, mugs, espresso cups, and pins. Top sellers of the USA Pavilion included American Food 2.0 t-shirts, pins, and Brooks Brothers-produced American Food 2.0 baseball hats and aprons.





Left to right: CEO, USA Pavilion, Charlie Faas; U.S. Ambassador to the UN Agencies in Rome, Ambassador David Lane; Special Representative for Global Food Security, Nancy Stetson; Chef Sam Kass; CCO, USA Pavilion, Mitchell Davis

APPENDIX





Chef John Besh helps First Lady Michelle Obama prepare a healthy lunch with local school children.

APPENDIX

The USA Pavilion was entirely privately funded through the generous support of 67 sponsors. In March of 2014, the U.S. Department of State signed a Memorandum of Agreement with Friends of the U.S. Pavilion Milano 2015, the private, nonprofit organization that managed design, development, construction, fundraising, integration of sponsors, staffing, and operation of the USA Pavilion. The Commissioner General was a non-compensated employee of the U.S. Department of State.

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NBA Player Danilo Gallinari,
Denver Nuggets

ACKNOWLEDGEMENTS

The success of the U.S. participation at Expo Milan 2015 was the result of the hard work and dedication of countless individuals. In particular, this report acknowledges the following people for their contributions:

U.S. COMMISSIONER GENERAL

Douglas T. Hickey

U.S. DEPUTY COMMISSIONER GENERAL

Elia Tello

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American Chamber of Commerce in Italy (Milan)
International Culinary Center
James Beard Foundation

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Gian Marco Ciampa
Cincinnati Children's Choir
Classical Concert Chamber Orchestra with Ashot Tigranyan
Nasty Grannies Blues Band
Summer Jamboree 50's Dance
USC Marching Band

EVENTS

Christopher Adam
Clara Araldi
Paul Breza
Kate Crotty
Andrew Shearn
Cory Silva
Dan Warner

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Bill Camp
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Rachel Gerbehy
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Dorothy Irwin
Sari Kamin
Molly McBride
Clara Morer
Aki Shigemori
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Roniquee Marksman
Piper Martz
Katilau Mbindyo
Kelsee Mckim
Jessica Mejia
Claire Moskowitz
Erineka Mulligan
Lauren Nelson
Stafford Newsome
Adriana O'Connor
Julio Obscura
Emily Olsen
Rebecca Olsho
Lucas Padovani
Marlee Pahos
Tanja Petrovic
Lisa Phan
Asha Poland
Stephanie Price
Jackson Reed
Fosco Riani
Samantha Robinson
Alexandra Robinson
Jadil Rodriguez
Cindy Rojas
Ivonne Ruiz-Garcia
Jasmine Schatz
Peter Schoemer
Joseph Sisti
Kelly Smigen
Steven Stoker
Sarah Stradling
Mikayla Sullivan
Anna Sullivan

Anthony Swain
Ashley Swan
Sean Tanabe
Grace Treffinger
Elena Valeriate
Jenny Veal
Vincent Ventura
Zachary Vogt
Charlene Wartman
Throsby Wells
Savannah White
Mackenzie Woods
Hanna Worku
Brittany Wright

U.S. DEPARTMENT OF STATE

Secretary
John F. Kerry

Assistant Secretary
Victoria Nuland

Senior Advisor to the Secretary
The Honorable David H. Thorne

Ambassadors
The Honorable Kenneth F. Hackett
The Honorable David Lane
The Honorable John R. Phillips

Consul General Milan
Ambassador Philip T. Reeker

Former Consul General Milan
Kyle Scott

Special Representative for Global Food Security
Nancy Stetson

Staff
Kelsey Bacon
Alessandro Battini
Gloria Berbena
Lauren Bernstein
Liz Buckingham
Beatrice Camp
Kathleen Doherty
Maurizio Dovigi
Christopher Dumm

Julia Duncan
Julia Fendrick
Alice Guariento
Vincenzo Giuffrida
Christopher Jester
Barry Levin
Paul Manning
Peter Martin
Anna Martz
Steve May
Robert Miller
Drew O'Brien
Robert Palladino
Mattia Patrelli
Keith Peterson
Michele Petersen
Sunil Ravi
Francesca Sala
Rami Shakra
Kara Snesco
Francesca Sponchia
Christina Tomlinson
Mark Toner
Caitlin Welsh
Scott Wickland
Patrick Wingate
Christopher Wurst
Amy Volpe

SPECIAL THANKS

James Beard American Restaurant Featured Chefs

Hugh Acheson
Victor Albisu
Andrea Alfieri
Enrico Bartolini
Paul Bartolotta
Rick Bayless
John Besh
Massimo Bottura
Cristina Bowerman
Tim Byres
Andrew Carmellini
David A. Carson
Cesare Casella

Michael Cimarusti
Alberto Citterio
Cristeta Comerford
Tracy Des Jardins
Kirsten Dixon
Mandy Dixon
Jeff Drew
Dean Fearing
Ken Frank
Laurent Gras
Todd Gray
Evan Hanczor
Brooks Headley
Maria Hines
Josh Hopkins
Daniel Humm
Todd Immel
Mike Isabella
Jennifer Jasinski
Sara Jenkins
David Kinch
Chris Kulis
Mark Ladner
Edward Lee
Pietro Leeman
Raffaele Lenzi
Emily Luchetti
Barbara Lynch
Tony Mantuano
Spike Mendelsohn
Tory Miller
Mary Sue Milliken
Rick Moonen
Marc Murphy
Riccardo Orfino
Mario Pagan
Mattias Perdomo
Naomi Pomeroy
Maricel Presilla
Paul Qui
Lenny Russo
Paul Sanguinetti
Peter Serpico
Sean Sherman
Art Smith
Giovanni Traversone

Ming Tsai
Norman Van Aken
Barry Vera
George Weld
Cathy Whims
Alex Young

Special Events and Terrace Talk Speakers

Marc Allen
Will Allen
Anne Alonzo
Jose Andres
Lidia Bastianich
Laura Batcha
Gerald Bawden
Joel Berg
Fabrizio Boca
Jack Bobo
Charles Bolden
Sheila Bowman
Federico Casotto
Rebecca Chesney
Ben Cohen
Cheryl Coleman
Cristeta Comeford
Christy Cook
Kelly Craighead
Michele Crippa
Mike Curtin
Mayor Massimo Depaoli
Michael Dimock
Kirsten Dixon
Mandy Dixon
Dr. Antonio de Palmas
Traci des Jardins
Dr. James Deutsch
Cristiana Favretto
Mark Flanagan
Mark Freeman
Lawrence Friedl
Simone Giacomelli
Danielle Gould
Paola Gualtieri
Dr. Dorita Hannah
Joseph M. Harary
Ana Illy

Johnny Iuzzini
Nick Jammet
Marty Kaplan
Phil Karsting
Sharon Ketchum
Scott Knowles
Jim Lahey
Cindy Laird
Kathy Laurini
Risa Lavizzo-Mourey
Norman Lear
Susan Leduc Taylor
Mike Lee
Ariane Lotti
Emily Luchetti
Riana Lynn
Tjada McKenna
Ted MacDonald
Sonia Massari
Paul Matteucci
Richard McCarthy
Johanna Mendelson
Dr. Julie Mennella
Katherine Miller
Mary Sue Milliken
Wayne Mueller
Dr. Marion Nestle
Liz Neumark
PK Newby
Danielle Nierenberg
Rachel Nugent
Libby O'Connell
Fabio Parasecoli
Mark Peel
Anne M. Peniston
Marino Petracco
Rick Pickering
Alfio Quarteroni
Urvashi Rangan
J.J. Reidy
Dr. Pedro Reissig
Flavio Romani
Phil Rosenthal
Rebecca Savage
Art Smith
Sara Smith

Malwine Steinbock
Dr. Nate Storey
Dr. Ellen Stofan
Emanuel Sabene
Mike Thelin
Chris Thompson
Kurt Tong
Julie Versman
Tony Vu
Sherry Yard

NOTABLE VISITORS TO THE USA PAVILION

Official U.S. Delegation Members to the USA Pavilion

June 18 Presidential Delegation
Michelle Obama: *First Lady of the United States of America*

Will Allen: *Urban Farmer, Founder and CEO of Growing Power*

Mario Batali: *Chef, Author and Co-Host of "The Chew"*

Carla Hall: *Chef, Author and Co-Host of "The Chew"*

Nicolas Jammet: *Co-CEO, sweetgreen*

Dr. Risa J. Lavizzo-Mourey: *President and CEO, Robert Wood Johnson Foundation, Member of the President's Council on Fitness, Sports, and Nutrition*

Alonzo H. Mourning: *Seven-time NBA All-Star, Member of the President's Council on Fitness, Sports, and Nutrition, and Founder of Mourning Family Foundation*

July 4 Presidential Delegation
The Honorable Tom Vilsack: *Secretary of Agriculture, Department of Agriculture*

Eric Goldstein: *CEO, Office of School Support Services, NYC Department of Education*

Samuel Kass: *Food Entrepreneur, Policy Expert and Chef*

The Honorable Betty McCollum: *Member of the U.S. House of Representatives (MN-4)*



Conchita Wurst, Entertainer

Marianne Smith Edge: *Senior Vice President, Nutrition and Food Safety, International Food Information Council*

Angela Tagtow: *Executive Director, Center for Nutrition Policy and Promotion, Department of Agriculture*

Susan Ungaro: *President, James Beard Foundation*

July 18 U.S. Conference of Mayors Delegation
The Honorable Stephen Benjamin: *Mayor, Columbia, South Carolina*

The Honorable Christopher Cabaldon: *Mayor, West Sacramento, California*

The Honorable Mick Cornett: *Mayor, Oklahoma City, Oklahoma*

The Honorable Greg Fischer: *Mayor, Louisville, Kentucky*

The Honorable Nan Whaley: *Mayor, Dayton, Ohio*

August 3 Congressional Delegation

The Honorable Nancy Pelosi: *Member of the U.S. House of Representatives, Democratic Leader (CA-8): Democratic Leader, U.S. House of Representatives*

The Honorable David Cicilline: *Member of the U.S. House of Representatives, (RI-1)*

The Honorable Rosa DeLauro: *Member of the U.S. House of Representatives, (CT-3)*

The Honorable Anna Eshoo: *Member of the U.S. House of Representatives, (CA-14)*

The Honorable Chellie Pingree: *Member of the U.S. House of Representatives, (ME-1)*

The Honorable Cedric Richmond: *Member of the U.S. House of Representatives, (LA-2)*

The Honorable Marc Veasey: *Member of the U.S. House of Representatives, (TX-33)*

October 17 World Food Week Delegation

The Honorable John F. Kerry: *Secretary of State*

The Honorable David H. Thorne: *Senior Advisor to the Secretary*

October 24 National Conference of State Legislatures Delegation

The Honorable Pamela Althoff: *Minority Caucus Chair, Illinois State Senate*

The Honorable Curtis Bramble: *President Pro Tempore, Utah State Senate*

The Honorable Michael Gronstal: *Majority Leader, Iowa State Senate*

The Honorable Felix Ortiz: *Assistant Speaker, New York State Assembly*

NOTABLE GUESTS OF THE U.S. DEPARTMENT OF STATE

Leroy Allala: *Executive Director of Chicago Sister Cities International*

The Honorable Gregory Ballard: *Mayor, City of Indianapolis*

Mary Bohman: *Economic Research Service, Department of Agriculture*

Charles Bolden: *Administrator, NASA*

Ambassador Richard Boucher: *Former Assistant Secretary, Bureau of South and Central Asian Affairs, Department of State*

Angelo Caltagirone: *President, EDGE*

The Honorable Kathy Castor: *Member, House of Representatives (FL-14)*

Robert Castro: *Founder, Professional Partners and Spouses of the Foreign Service*

Joe Cerrell: *Managing Director of Global Policy and Advocacy, Bill and Melinda Gates Foundation*

The Honorable Chris Coons: *U.S. Senator, Delaware*

Massimo Cugusi: *Secretary General of ENAM (European Network of Alumni Associations)*

The Honorable Kathleen Doherty: *Deputy Chief of Mission, U.S. Embassy in Rome, current Ambassador to Cyprus, Department of State*

Zach Ellis: *Manager of Open Innovation and Alliance Management, PepsiCo*

The Honorable John Emerson: *U.S. Ambassador, Germany, Department of State*

Mindy Folts: *Deputy CLO, Rome, Department of State, U.S. Mission to Italy*

Luca Galanti: *Chief of Staff to Under Secretary of State for Foreign Affairs and International Cooperation, Italian Ministry of Foreign Affairs*

Pietro Grasso: *President, Senate, Italy*

The Honorable Ken Hackett: *U.S. Ambassador, Holy See, Department of State*

Stephanie Hallett: *Political/Economic/ Commercial Counselor, U.S. Embassy Bahrain*

The Honorable Brent Hartley: *U.S. Ambassador to Slovenia, Department of State*

Jim Higgiston: *Minister Counselor for Agriculture, U.S. Mission to the European Union*

George Kalogridis: *President, Walt Disney World*

Phil Karsting: *Administrator, Department of Agriculture Foreign Agricultural Service*

The Honorable David Lane: *Ambassador, Ambassador to the United Nations Agencies in Rome, Italy*

The Honorable Barbara Leaf: *Ambassador, United Arab Emirates, Department of State*

Lebogang Maile: *Regional Minister, Department of Economic Development, Republic of South Africa*

The Honorable Terry McAuliffe: *Governor, Commonwealth of Virginia*

Robert L. Menist: *Commander, U.S. Army Garrison Vicenza, Italy*

Letizia Moratti: *Vento and Associates*

The Honorable Julieta Noyes: *Former Assistant Deputy Assistant Secretary of State, European and Eurasian Affairs, current U.S. Ambassador to Croatia, Department of State*

Luca Parmitano: *Astronaut, European Space Agency*

Aldo Patania: *Professor, American University, Rome*

Mario Enrico Pé: *Professor, Sant'Anna University of Advanced Studies*

Anne Peniston: *Nutrition Division Chief, USAID*

The Honorable Giuliano Pisapia: *Mayor, City of Milan*

The Honorable Pete Ricketts: *Governor, Nebraska*

Mark Ritchie: *President and Chairman, Minnesota Expo 2023*

Abby Rupp: *Consul General, Florence, Department of State*

Fabrizio Sammarco: *President, ItaliaCamp*

Archangel Sanon: *Civil Information Management Team Chief, 361st Civil Affairs Brigade, US Army*

The Honorable Michael Scuse: *Under Secretary for Farm and Foreign Agricultural Services, Department of Agriculture*

The Honorable Kathleen Sebelius: *Former Secretary of Health and Human Services*

Nancy Stetson: *Special Representative for Global Food Security, Department of State*

Darryl Williams: *Major General, Commander, U.S. Army Africa*

Sponsors, Partners, Guests of the American Chamber of Commerce Italy

Marc Allen: *President, Boeing International*

Lamberto Andreotti: *Chairman of the Board, Bristol Myers Squibb*

Ornella Barra: *Executive Vice President of Walgreens Boots Alliance and President and Chief Executive of Global Wholesale and International Retail*

Karan Bhatia: *Vice President and Senior Counsel, International Law and Policy, General Electric Company*

Liz Bittner: *Executive Director and Chief Operating Officer, Travel South USA*

Jim Borel: *Executive Vice President, DuPont*

G rome Bourdezeau: *Marketing Manager, Eccellenze Campane*

Eric Boustouller: *Vice President, Microsoft Western Europe*

Bill Brownell: *General Manager of Partner Channel Marketing, Microsoft*

Alessandro Bruggia: *Head of Communication, Sustainability and Key Accounts, 3M*

Marcello Bruni: *Director Italy, Southern Europe and Israel International Corporate Communications, The Boeing Company*

Antonio Calegari: *CEO Italy and Greece, Carlson Wagonlit Travel*

Max Chiara: *Chief Financial Officer, CNHI*

Gregg Creed: *CEO, YUM! Brands Inc.*

Alessandro Cusmano: *Head of Consumer Marketing, Microsoft*

Susan Danger: *Managing Director, American Chamber of Commerce to the European Union*

Matt Davis: *Corporate Vice President Global Public Affairs Government Affairs, DOW Chemical*

Klaske De Jonge: *Director Public Affairs and Communications, Coca-Cola*

Antonio De Palmas: *President, Boeing Italy*

Bianca Del Genio: *Director of Legal Affairs and Institutional, Microsoft Italy*

Claudio DelVecchio: *CEO, Brooks Brothers*

Richard Evans: *West Europe and South Africa President, PepsiCo*

Luigi Francavilla: *Deputy Chairman, Luxottica*

Giovanni Frante: *Head of External Relations, Gavio Group*

Mark Freeman: *Senior Manager, Global Dining Services, Microsoft*

Barbara Gaines: *Producer, David Letterman Show*

Gerald Gradwell: *Senior Vice President, Investor Relations and Special Projects, Walgreens Boots Alliance*

Gunter Gressler: *West Europe Vice President, 3M*

Roberta Guinzoni: *Assessment and Development Centre Manager, Walgreens Boots Alliance*

Petra Hackworth: *Director, Global Sales, Travel Oregon*

Heinz Haller: *Executive Vice President and President of Europe, Middle East, Africa and India, DOW Chemical*

Joe Harary: *CEO, Research Frontiers*

Douwe Wiebe Hilarious: *Senior Manager Brand Marketing and Communication, FPT Industrial*

Antonella Iovine: *Manager, The European House Ambrosetti*

Dietmar Kautschitz: *Managing Director for Expo 2015, N ssli*

Sofia Kilifi: *CSE Public Affairs and Sustainability Manager, Coca-Cola*

Andreas Klauser: *Brand President, CNHI*

Ellen Kullman: *Former CEO, Dupont*

Giovanni La Via: *MEP: Chairman of the Environment Committee Public Health and Food Safety*

Linda Lorimier: *Vice President, Yale University*

Mike Mack: *CEO, Syngenta*

Susanna Magnabosco: *President, Rotary Club Vicenza*

Giuliano Tomassi Marinangeli: *General Manager, DOW Chemical Italy*

Domenico Marsicano: *Country Emergency Service and Security Leader, DOW Chemical Italy*

Martin Messner: *CEO, N ssli*

Brenda McWilliams-Piatek: *Managing Director, Brand and Communications, FedEx*

Paolo Merlo: *CEO, Merlo*

Jacob Nyborg: *Head of Brand Marketing Communication, Europe, Middle East, Africa Region, Fiat Chrysler*

Laura Overall: *Corporate Communications Manager, CNH Industrial*

Jim Pallotta: *President, AS Roma S.P.A*

Alex Parker: *Senior Director Regional Pharmacy Channel for Europe, Middle East, Africa, Johnson and Johnson*

Federica Pelissero: *International Services Marketing Manager, FCA*

Cristina Perris: *Studio Legale Tributario*

Stefano Pessina: *Executive Vice Chairman and Acting CEO, Walgreens Boots Alliance*

Marcello Pincelli: *CEO, PepsiCo Italy*

Manuela Platucci: *Marketing Manager*

Melissa Quinlivan: *Global Merchandise Manager, Brooks Brothers*

Kimberly Reed: *Executive Director, International Food Information Council Foundation*

Misty Reich: *General Manager Central and Eastern Europe, KFC*

John Rice: *Vice Chairman, GE*

Stelvio Rocco: *President, Voest-Alpine Stahl SPA*

Mirella Roncato: *Owner "Da Mirella" Restaurant*

Narcis Roura: *PepsiCo South Europe President*

Nick Schweers: *Senior Account Executive, MMGY Global*

Paolo Scudieri: *President, Adler Group*

Alessandra Senici: *Director, Luxottica*

HC Shin: *Executive Vice President, International Operations, 3M*

George Siemon: *CEO, Organic Valley*

Martha Stewart: *Businesswoman, writer, and television personality*

Nikolaus Tacke: *Public Affairs and Government Relations Director, Coca-Cola Europe*

Massimo Tuzzi: *CEO, Zonin1821*

Marike van der Ben: *International Marketing Specialist, N ssli*

Alberto Vacchi: *President, Unindustria Bologna*

Niels van Geet: *Global Brand Manager, Ray-Ban, Luxottica*

Jan Weststrate: *SVP Global Functions, Governance and Compliance, R&D, PepsiCo*

Francesco Zonin: *Vice President, Zonin1821*

Michele Zonin: *Vice President, Zonin1821*

Silvano Zonin: *President, Banca Popolare di Vicenza*

Silvana Zonin: *Zonin1821*

Franco Zuffellato: *Public Relations Manager, Zonin 1821*

Designer Diane Von Furstenberg, President Council of Fashion Designers of America



NOTABLE GUESTS OF FRIENDS OF THE
USA PAVILION

The Honorable Zaid Al Lozi: *Jordanian
Ambassador to Italy, Kingdom of Jordan*

José Andres: *Chef*

Christine Baranski: *Actress*

Andrea Bartoloni: *Italian Honorary Consul
in Portland Oregon, Republic of Italy*

Joe Bastianich: *American-Italian
restaurateur, winemaker, author, and
television personality, Expo Ambassador*

Mauro Battocchi: *Consul General of Italy in
San Francisco, Republic of Italy*

Michael Bierut: *Partner, Pentagram*

His Excellency Claudio Bisogniero: *Ambassador of Italy to the USA*

Lauren Bush: *CEO, Creative Director, and
Co-Founder, FEED Projects*

Scott Carney: *Dean of Wine Studies,
International Culinary Center*

Tom Cochran: *Executive Director, U.S.
Conference of Mayors*

Ben Cohen: *Retired Professional Rugby Player*

Cristeta Comerford: *Executive Chef, The
White House*

Jeremy Collier: *President, Barilla USA*

Geoffrey Cowan: *President, The Annenberg
Foundation Trust at Sunnyslands*

Christian Courtin-Clarins: *President of the
Supervisory Board, Groupe Clarins*

Dana Cowin: *Editor in Chief, Food and Wine*

John Demsey: *Group President, Estée Lauder*

Christof den Biggelaar: *Associate Professor
of Sustainable Development, ASU*

Suppiah Dhanabalan: *Chairman, Mandai
Safari Park Holdings*

Wylie Dufresne: *Chef*

Elliot Ferguson: *President and CEO,
Destination DC*

Ivo Ferriani: *President, International Bobsled
and Skeleton Federation*

Guy Fieri: *Chef, Television Host*

Chris Fillip: *Executive Vice President, Ogilvy
Washington*

Carla Frank: *Creative Director*

The Honorable Todd Haymore: *Secretary of
Agriculture and Forestry, Commonwealth of
Virginia*

Peter Hirshberg: *Chairman, City Innovate
Foundation*

Chris Hughes: *Publisher, New Republic*

Michael Kaplan: *Costume Designer*

John Kessler: *Philanthropist and James
Beard Foundation Trustee*

Peter K. Kim: *Executive Director, Museum of
Food and Drink*

Michael Kors: *Fashion Designer*

Tara Lazar: *President, F10 Creative*

Norman Lear: *Television Producer, USC
Annenberg Norman Lear Center*

Howie Lindenbaum: *Former Chief
Operating Officer, International Culinary
Center*

Jeffrey Malehorn: *President and CEO, World
Business Chicago*

Spike Mendelsohn: *Chef*

Bill Menking: *Founder and Editor-in-Chief,
The Architect's Newspaper*

Linda Newmark: *Executive Vice President,
Universal Music Publishing Group*

Gian Luca Passi: *Executive, Moncler*

Leo Patalinghug: *Priest/Founder, Grace
Before Meals*

Michael Phillips: *Vice Chair of the Board of
Trustees of the James Beard Foundation*

Walt Richter: *Trustee, James Beard
Foundation*

David Rivkin: *President, International
Bar Association, Trustee, James Beard
Foundation*

David Rosenberg: *General Manager,
Monterey Bay Aquarium*

Don Rosenberg: *Executive Vice President
and General Counsel, Qualcomm*

Guiseppe Rossi: *Soccer Player, Fiorentina*

Chef Alain Sailhac: *Dean Emeritus,
International Culinary Center*

Lynn Schenk: *Attorney, Lynn Schenk
Attorneys*

Marc Schulman: *President, Eli's Cheesecake*

Patrick Sears: *Executive Director, Rubin
Museum*

Art Smith: *Chef*

Travis Stanton: *Editor, EXHIBITOR Magazine*

Edwina Von Gal: *Landscape Designer*

John Washko: *Trustee, James Beard
Foundation*

Reinhold Wurth: *Chairman, Adolf Wurth
Group*

Hudson Yang: *Actor*

Emerald Yeh: *James Beard Awards
Committee*

SPECIAL GUESTS OF EXPO MILANO 2015

Renzo Arbore: *Entertainer, Italy*

Paolo Bonolis: *Television Personality, Italy*

Tania Cagnotto: *Olympic Gold Medal Diver,
Italy*

Azzurra Caltagirone: *Editor, Il Messaggero*

Fabrizio Cicchitto: *Member of Parliament,
Italian Government*

Samantha Cristoforetti: *Astronaut,
European Space Agency*

Maria Grazia Cucinotta: *Actress*

Giustina Destro: *Subsecretary of
Environmental Ministry, Italian Government*

Mike Dolan: *CEO, Bacardi*

John Downs: *President, National
Confectioner's Association*

Stefan Eckert: *CEO, Humana*

John Elkann: *President, Fiat Chrysler*

Guglielmo Epifani: *Chairman of the
Committee on Economic Activities, Trade
and Tourism, Italian Chamber of Deputies*

Danilo Gallinari: *NBA Player, Denver Nuggets*

Stefano Gatti: *General Manager, Expo
Milano 2015*

His Excellency Angel Gurría: *Secretary
General, OECD*

Jaw-Jou Kang: *Director General, Office of
Food Safety for Executive Yuan*

Agnese Landini: *First Lady of Italy*

Gregorio Leão José: *Former Ambassador of
Mozambique to Portugal*

The Honorable Ignazio Marino: *Mayor, City
of Rome*

Matteo Marzotto: *President, Fiere di Vicenza*

The Honorable Bruno Pasquino: *Commissioner General, Expo Milano 2015*

Daniele Pelli: *CEO, askanews Press Agency*

Monica Petacca: *Journalist*

Jo Petruce: *President, Citterio Italia*

Debbi Pina: *Deputy of TG LA 7 Television
Station*

Joe Preston: *Lions Club International
President*

Natalia Quintavalle: *Consul General, Italian
Consulate Office New York*

Giuseppe Sala: *CEO, Expo Milano 2015*

Howard Schatz: *Photographer*

Richard Serino: *Harvard Professor, Former
Deputy Administrator of the Federal*

Emergency Management Agency

Anton Shkaplerov: *Cosmonaut, Russian
Space Agency*

Terry Virts: *Astronaut, National Aeronautics
and Space Administration (NASA)*

Diane Von Furstenberg: *Designer and
President Council of Fashion Designers of
America*

Kevin Wall: *Producer, new media
entrepreneur, investor, and activist*

Conchita Wurst: *Entertainer*

European Union

Elsbieta Bienkovksa: *EU Commissioner,
Internal Market, Industry, Entrepreneurship
and SMEs*

Alessia Ghezzi: *Joint Research Centre in the
Institute of Protection and Security of the
Citizen, European Commission*

Cristopher Jones: *Deputy Director-General
in the Directorate-General for Energy,
European Commission*

Giovanni Kessler: *Director-General of the
European Anti-Fraud Office, European
Commission*

Philip Kotler: *Marketing Author, Consultant,
Professor of International Marketing
at the Kellogg School of Management,
Northwestern University*

Carlos Moedas: *European Commissioner,
Research, Science, and Innovation*

Donald Prater: *Director, FDA Europe*

Dominique Ristori: *Director-General EU
Commission*

The Honorable Harald Stauder: *Mayor,
Merano-Lana*

Karmenu Vella: *European Commissioner,
Environment, Maritime Affairs, and Fisheries*

David Wilkinson: *Commissioner General EU
Pavilion, Director Institute for Environment
and Sustainability, Joint Research Centre,
European Commission*

Federal Republic of Germany

The Honorable Wilhelm Priesmeier: *Member of Parliament, German Bundestag*

Dr. Reinhard Zinkann: *CEO, Miele Company*

Clemens Große-Macke: *Member of the
State Parliament of Lower Saxony, Germany*

Michael Willnhammer: *German Federal
Office for Economic Affairs and Export
Control*

Dietmar Schmietz: *General Commissioner,
German Pavilion 2015*

Alexander Koldau: *Foreign Trade – Middle
East, Exhibitions and Trade Fairs Worldwide,
VDMA*

Michael Leibbrandt: *Deputy Head of Division,
Federal Ministry of Economics and Labour*

Federation of Malaysia

Sinwoon Chong: *Member of Senate,
Parliament of Malaysia*

Federative Republic of Brazil

Carlos Eduardo Abijoadi: *Director, Brazilian
National Confederation of Industries*

Andre Favero: *Business Director, Apex-Brasil*

Christine Garcia-Conches: *Deputy
Commissioner General and Pavilion Director,
Brazil Pavilion 2015*

French Republic

The Honorable Serge Bardy: *Member of
Parliament, 6th Circonscription of Maine et
Loire*

Agnès Godillon: *Head of the R&D
Department, Compagnons du Devoir*

Jérôme Kohn: *Director General of CERVIA
Paris - Région Ile-de-France*

Thomas Kyriaco: *Marketing Manager,
Danone*

Gérard Lefevre: *Director General,
International Chamber of Commerce (ICC)*

Romain Nouffert: *Director General, Lesieur*

The Honorable Dominique Potier: *French
Deputy, National Assembly*

The Honorable Jean-Luc Romero: *Regional
Counselor, France*

Dominique Simonin: *Founder, Simonin*

Grand Duchy of Luxembourg

His Excellency Etienne Schneider: *Minister
of Economy, Luxembourg*

Islamic Republic of Iran

The Honorable Hossein Esfahbodi: *Deputy
Minister of Industries, Mines, and Trade
and Managing Director, Iran International
Exhibitions Joint Stock Company*

Japan

Kazuhisa Ezaki: *President, Ezaki Glico Co*

Hisao Harihara: *Vice-Minister for
International Affairs, Ministry of Agriculture,
Forestry and Fisheries*

The Honorable Gaku Hasegawa: *House of
Councillors Member*

The Honorable Takeo Kawamura: *Member
of the House of Representatives*

The Honorable Toshiro Kawashimas: *House
of Councillors Member, Deputy Director-
General for Food Safety and Consumer
Affairs Bureau, Ministry of Agriculture,
Forestry and Fisheries*

Isao Kumakura: *Rector, Shizuoka University
of Art and Culture*

The Honorable Teruhiko Mashiko: *House of
Councillors Member*

The Honorable Koji Matsuzaki: *Mayor,
Obama City*

Yoshitsugu Minagawa: *Advisor to
the Minister of Agriculture, Ministry of
Agriculture*

Yoshimichi Nakano: *President, National
Federation of Agricultural Cooperative
Association*

The Honorable Mizuho Onuma: *House of
Councillors Member*

Masato Otsubo: *Director, Food Manufacture
and Commerce Division, Food Industry
Affairs Bureau*

His Excellency Kazuyoshi Umemoto: *Ambassador of Japan to Italy*

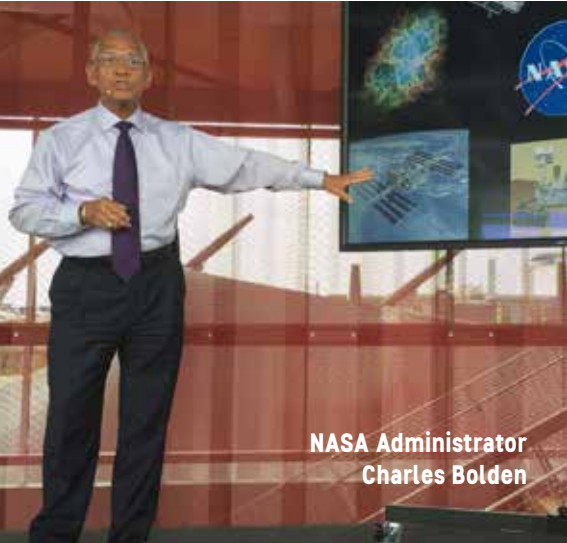
Masayiki Yamashita: *Director General of
Policy Institute, Ministry of Agriculture,
Forestry and Fisheries*

Kingdom of Bahrain

Ebrahim al Khalifa: *Pavilion Director,
Bahrain Pavilion 2015*

Khalifa al Khalifa: *Pavilion Director, Bahrain
Pavilion 2015*

Her Excellency Sheikha Nailah AlKhalifa: *Member of Royal Family, Bahrain*



NASA Administrator
Charles Bolden



Secretary Kerry, Ambassador David Thorne congratulate Expo Coordinator Beatrice Camp on the successful USA Pavilion.

Her Excellency Sheikha Mai Bint Mohammed Al Khalifa: *President of the Bahrain Authority for Culture & Antiquities and Commissioner General, Bahrain*

Kingdom of Belgium

Benoit Domercq: *General Manager of Technology General Division, AGC Glass Company*

Laurent Nys: *General Director, Marché Matinal Mabru*

Nikao Yasumasa: *Senior Executive Officer, Asahi Glass Co., Ltd.*

Kingdom of Morocco

His Excellency Aziz Akhannouch: *Minister, Ministry of Agriculture*

Her Royal Highness Lalla Hasna Alaoui: *Princess of Morocco*

Kingdom of Spain

Inmaculada Barceló: *Member of the Board of Directors, The Barceló Group*

Simón Pedro Barceló Vadell: *President, The Barceló Group*

Begoña Cerro: *Deputy Commissioner, Spain Pavilion 2015*

Joaquín Cortés: *Flamenco Dancer*

Kingdom of Thailand

Pornpan Buakikd: *Minister, Royal Thai Embassy*

Varin Busabun: *Official Consultant, Department of Agricultural Extension*

Somboon Chaidajsuriya: *Deputy Director, The Crown Property Bureau*

Wichien Cherdchutrakuntong: *Deputy Secretary General, Federation of Thai Industries*

Chainarong Indharameesup: *Lecturer and University Council Member, Silpakorn University*

Sompong Inthong: *Deputy Permanent Secretary, Ministry of Agriculture and Cooperatives*

Tongurai Limpiti: *Deputy Governor, Bank of Thailand*

Amornrat Lohsuwan: *Deputy Director, The Crown Property Bureau*

Her Royal Highness Maha Chakri Sirindhorn: *Princess of Thailand*

Teeranun Srihong: *Vice Chairman, Thailand Management Association*

Vunvimol Supprasert: *Deputy Director, The Crown Property Bureau*

Athi Wutikaro: *Director-General, Department of Industrial Promotion*

Kingdom of the Netherlands

Hans De Boer: *Chairman, The Confederation of Netherlands Industry and Employers VNO*

His Excellency Jenő Dzsingisz Gabor: *Former Secretary of State of the Netherlands and Commissioner General of the Horticultural World Expo 2012*

Florentine Van Boetzelaer-Tiemstra: *International Account Manager, World Expo Rotterdam 2025*

Oriental Republic of Uruguay

Antonio Carambula: *Commissioner General, Uruguay Pavilion 2015*

The Honorable Liliam Kechichián: *Minister of Tourism, Uruguay*

Socialist Republic of Vietnam

Ngoc Thuy Truong: *Director, Ho Chi Minh City Department of Culture, Sports and Tourism*

Palestine

Osama Abu Ali: *Deputy Commissioner General, Palestine Pavilion 2015*

Hani Gabri: *Commissioner General, Palestine Pavilion 2015*

People's Republic of China

Yang Ai: *Vice Secretary-General, Chongqing City*

He Baoxiang: *Vice Governor, People's Government of Hunan Province*

Zhaojian Bei: *Deputy Director-General, Shanghai Municipal Administration of Culture, Radio, Film, and Television*

Liu Chang Le: *President, Phoenix Television*

Anjie Chen: *Mayor, People's Government of Yangzhou*

Hong Chen: *CFO, China Film Group Corporation*

Niu Dun Dun: *Former Vice Minister of Agriculture, China*

Wei Fang: *Deputy Secretary-General, Jiangsu Provincial Government*

Qiang Hu: *Vice Chairman, China Council For the Promotion of International Trade Hunan Sub-Council*

Zengwei Jiang: *Chairman of China Council for the Promotion of International Trade*

The Honorable Wu Jianmin: *Former Honorary President, Bureau of Exhibitions*

Run Jiao: *Vice Chairman, China Council for the Promotion of International Trade - Dalian Sub Council*

Jiang Li: *Standing Vice Governor, People's Government of Yunnan Province*

Yunfeng Li: *Executive Vice Governor, Jiangsu Province*

Zhang Liang: *Pavilion Director, China Pavilion 2015*

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Meng Wenhui: *Director General of China Council for the Promotion of Trade*

Xu Yi Zhou: *Director, Shanghai Huadong Hospital*

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Zhonghua Yin: *Vice President, China Council for the Promotion of International Trade*

Guo Yinghui: *Pavilion Director, China Pavilion 2015*

Deng Yu: *Deputy Chairman, China Council for the Promotion of International Trade - Jiangxi Sub Council*

Jia Kai Zhao: *Director, Henan Hongli School of China*

Ya Zhou: *Vice Mayor, Pudong Shanghai*

The Honorable Qiang Zhou: *President, People's Supreme Court*

Chuanning Zou: *Vice Director General, Qingdao Municipal People's Congress*

Plurinational State of Bolivia

Clarems Endars: *Deputy Minister for Foreign Trade and Integration, Bolivian Foreign Ministry*

Principality of Monaco

Gilles Bragard: *Founder, Club des Chefs des Chefs*

Yvan Crovetto: *Monaco Pavilion Director*

Robert Fillon: *Commissioner General, Monaco Pavilion 2015*

Christian Garcia: *Chef de Cuisine, Prince Albert II*

His Excellency Peter K. Murphy: *H.E.M. Ambassador of the Order of Malta to the Principality of Monaco*

Hernando Ramirez: *Owner, Royal Riviera Champagne*

His Excellency Jean-Luc Van Klaveren: *Ambassador of Monaco to the Kingdom of Spain*

Republic of Angola

Albina Assis Africano: *Commissioner General, Angola Pavilion 2015*

His Excellency Florêncio De Almeida: *Ambassador of Angola to Italy*

Republic of Austria

Josef Pröll: *Commissioner General, Austria Pavilion 2015*

His Excellency Andrä Rupprechter: *Minister for Agriculture, Forestry, Environment and Water Management, Austria*

Republic of Chile

Claudia Carbonell: *Deputy Minister, Ministry of Agriculture*

His Excellency Carlos Furche Guajardo: *Minister, Ministry of Agriculture*

Republic of Colombia

The Honorable Juan Pablo Cavelier: *Ambassador and Commissioner General, Colombia Pavilion 2015*

Miguel Cortes: *CEO, Grupo Bolivar*

Efrain Forero: *CEO, Banco Davivienda*

Beethoven Herrera: *Emeritus Professor of the Faculty of Economics, National University*

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Miriam Martínez Delgado: *Pavilion Director, Cuba Pavilion 2015*

Republic of Haiti

His Excellency Carl Benny Raymond: *Ambassador of Haiti to Italy*

Republic of Kazakhstan

Dias Jubandykov: *Kazakhstan Pavilion Director*

Aidar Kazybayev: *Director of the Department of International Relations, National Bank of Kazakhstan*

Anuarbek Mussin: *Commissioner General, Kazakhstan Pavilion 2015*

Republic of Korea

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Ju Cheol Hyeun: *Mayor, YeoSu*

Deokhyun Jo: *Deputy Commissioner General, Korea Pavilion 2015*

Johnny Yune: *Entertainer*

Republic of Lithuania

Romas Jankauskas: *Commissioner General, Lithuania Pavilion 2015*

Republic of Malta

His Excellency Joseph Muscat: *Prime Minister, Republic of Malta*

Republic of Moldova

His Excellency Valeriu Streleț: *Prime Minister, Republic of Moldova*

Republic of Poland

Cezary Cieślukowski: *Undersecretary of State, Ministry of Health*

Tomasz Jędrzejczak: *Vice Minister, Ministry of Sport and Tourism of the Republic of*

Teresa O'Neill: *Deputy Chief Operation Officer, Polish Agency for Enterprise Development*

His Excellency Tomasz Orłowski: *Ambassador of the Republic of Poland to Italy*

Republic of Senegal

Malick Diop: *Commissioner General, Senegal Pavilion 2015*

Republic of Slovenia

His Excellency Miroslav Cerar: *Prime Minister, Republic of Slovenia*

His Excellency Borut Pahur: *President, Republic of Slovenia*

Republic of Turkey

Ekrem Demirtas: *President of the Executive Board, Izmir Chamber of Commerce*

Romania

Georgian Ghervasie: *Commissioner General, Romania Pavilion 2015*

Russian Federation

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Gulnaz Kadyrova: *Deputy Minister, Ministry of Industry and Trade*

Igor Karavayev: *President, Commercial Representative Office of Russian Federation in Italy*

Maria Krasnikova: *Director, Art, Science and Sport Foundation*

Slovak Republic

Martin Polak: *Commissioner General, Slovakia Pavilion 2015*

Ivan Šramko: *Governor, National Bank Slovakia*

Ivan Hamsik: *Father of Soccer Player Marek Hamsik*

Ivan Potok: *General Director, San Paolo Bank*

State of Israel

Tzipora Hotovsky: *Deputy Minister, Ministry of Foreign Affairs*

His Excellency Benjamin Netanyahu: *Prime Minister, State of Israel*

State of Kuwait

Mazen Al Ansari: *Pavilion Director, Kuwait Pavilion 2015*

Faisal Al Mutlaquem: *Commissioner General, Kuwait Pavilion 2015*

Italo Rota: *Architect, Kuwait Pavilion*

Mohammed Yaqoub: *Assistant Director General For Business Development, Kuwait Direct Investment Promotion Authority*



Chef Art Smith;
Martha Stewart

State of Qatar
Her Royal Highness Sara Bint Hamad Al-Thani: *Princess, State of Qatar*

Sultanate of Oman
His Excellency Darwish Ismail Al Balushi: *Minister of Finance, Sultanate of Oman*

Bader Al Lawati: *Member of the Board, Chamber of Commerce Oman*

Khalid Al Zuhaimi: *Pavilion Director, Oman Pavilion 2015*

Swiss Confederation
Benno Bättig: *General Secretary, Swiss Federal Office of Foreign Affairs*

Laurent Freixe: *Executive Vice President, Head of Zone Americas, Nestlé S.A.*

Chris Johnson: *Executive Vice President Nestlé S.A., Head of Nestlé Business Excellence, Nestlé S.A.*

Sami Kanaan: *Deputy-Mayor of Geneva City*

The Honorable Susanne Leutenegger Oberholzer: *Member, National Council*

Olivier Martin: *Head of Section Cultural Heritage and Historic Monuments, Swiss Federal Office of Culture*

Turkmenistan
Cambis Gesseljay: *Deputy Commissioner General, Turkmenistan Pavilion 2015*

United Arab Emirates
His Highness Sheikh Hamdan Mohammed Al Maktoum: *Crown Prince of Dubai*

Dr. Abdullatif Al Shamsi: *Vice Chancellor, Higher Colleges of Technology Emirates College for Advanced Education*

Omar Shehadeh: *Senior Vice President of International Engagement, Expo2020 Dubai*

United Kingdom of Great Britain and Northern Ireland
Nick Archer: *Director, UK Trade and Investment*

Sara Everett: *Pavilion Director, United Kingdom of Great Britain and Northern Ireland Pavilion 2015*

Raffaella Previtera: *Head of Marketing, Events and Expo Lead, United Kingdom Consulate General*

Teletubbies: *British Children's Television Series Characters*

Houmza Yousaf: *Minister for Europe and International Development and a Scottish National Party Member of the Scottish Parliament for Glasgow*

United Mexican States
Ricardo Ampudia: *Commissioner General, Mexico Pavilion 2015*

Bernardo Buendia Bosch: *Photographer*

His Excellency Ildefonso Guajardo Villareal: *Economic Minister, Ministry of Economy*

His Excellency Miguel Ruiz Cabañas: *Mexican Ambassador in Italy, FAO, and WFP*

Teresa Villanueva: *Pavilion Director, Mexico Pavilion 2015*

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